



Marketing Your Athletic Experience

Qualities and Transferable Skills Developed –

Demonstrate your skills on resumes, cover letters, and in interviews

- *Ability to organize time (time management)* – Balance a rigorous work load of full time athletics, travel, and school, maintaining good grades.
- *Ability to work well with others (team player/leadership)* – Focus often on team effort toward group goals to the sacrifice of ego and personal goals, leading a team through group effort, building team spirit.
- *Goal Directedness* – Focused effort, sacrifice and self motivation toward achieving personal and team goals.
- *Competitiveness (meet and overcome challenges)* – Gaining insight from winning and losing, testing abilities, taking risks, fighting battles.
- *Confidence* – Building of self-confidence through a winning mind set, belief in self and team, often in high pressured situations.
- *Persistence and endurance (strong work ethic)* – Building the belief that hard work and determination will pay off, persisting under adverse circumstances and sometimes pain or illness.
- *Discipline and responsibility (commitment)* – Committed effort to practice, work hard and give maximum effort. Adhering to rules and guidelines, prioritizing tasks and responsibilities.
- *Loyalty and trust* – Willingness to support the team effort, trusting in oneself and the efforts of others, building morale.
- *Ability to take and give criticism (evaluate abilities)* – To receive and give criticism in effective ways, learn from mistakes and move forward, developed communication skills in speaking and listening.
- *Resilience (flexibility)* – Ability to bounce back, learn from successes and failures and move to the next hurdle, dropping negative baggage along the way.

Sample Uses of Transferable Athletic Skills:

The samples below demonstrate how one might use their athletic experiences on a resume, cover letter or in answers to interview questions:

Sample ideas for resumes:

Using in a summary:

Summary of Qualifications

- Strong ability to manage time and priorities, balanced varsity athletics and school
- Team oriented skills developed through varsity hockey
- Excellent leadership and communication skills from being selected team captain
- Disciplined and responsible individual demonstrated through athletics and school success

Another sample, as part of the **Experience** section on your resume:

Athletic Experience

Varsity Lacrosse Team, University of Denver, Denver, CO 2004-2006

- Excellent skills in time management and prioritizing responsibilities
- Developed commitment to a strong work ethic
- Strong communications skills, commended on building team morale
- Assisted team in winning all state conference (2005)

Sample start of a cover letter:

Dear Mrs. Jones,

As a recent graduate of the University of Denver, with a BA in Communications, and additionally being an award winning varsity gymnast, I feel I have developed the qualities and strengths you are looking for in a Management Trainee at Nobel Industries. Through a very disciplined approach to my studies and gymnastics I have developed skills in time management, team leadership, and a strong work ethic.

In addition to my successful school and athletic experience, I interned with Piedmont Enterprises in their marketing department where I developed skills in planning a marketing campaign, designed printed literature and conducted a customer survey....

Sample answers to interview questions:

Tell me about yourself?

"I recently graduated from the University of Denver with my BA in Communications; additionally I participated in varsity athletics. Both of those experiences have given me valuable skills in communication, leadership, time management and teamwork. I also interned in the marketing department of Piedmont Enterprises where I observed and participated in the various aspects of successfully marketing a product." ...

What are three strengths and give specific examples of how you have used those strengths? -

"Two combined strengths are my strong organizational and time management skills. From my experience as an athlete where I was required to travel many days a quarter to games, practice several hours daily and carry a full course load I learned to manage my time very effectively. I worked out a practice and study routine that resulted in a successful athletic experience; we came in second at state, and I was able to maintain an overall 3.4 GPA."

