

## **Marketing Your Cal Poly Athletic Experience**

Participating in athletics at Cal Poly serves many important functions that you may not have considered or realized. Student-athletes develop and enhance skills in leadership, teamwork, self-motivation, time management, and persistence – characteristics critical for success in today's complex work environment.

**Here are some tips and strategies to help you market your athletic skills and accomplishments to an employer or graduate school:**

- Include on your resume information about your sport – e.g. Student Athlete, NCAA Division 1, Men's Soccer, Forward, 2008 - 2010
- Leadership experience (Athletic Ambassador, captain, camp leader, community volunteer)
- Academic projects (sports related) – e.g. redesign of marketing plan for Women's Soccer
- Athletic scholarships
- Athletic Awards and Honors – e.g. ranked "Second in Nation" among college freshman for pole vaulting (use words like competed in..., recognized as..., selected..., voted..., chosen..., drafted)
- Athletic events/tournaments attended – e.g. Junior Olympics, College World Series

Remember, don't just focus on your sport. Describe what you have learned and qualities you have developed (see sample resumes).