

Anthony Marsicano

Downers Grove, IL | (630) 352-6234 | anthonymarsicano@gmail.com

EDUCATION

University of Kentucky

Lexington, KY

Integrated Strategic Communication — Bachelor of Arts

May 2026

- Digital Media & Design — Minor
- Sports Communication, Media & Promotion — Certificate

ACHIEVEMENTS AND INVOLVEMENT

- 3.967 Cumulative GPA
- Dean's List: 8 semesters
- Academic Awards: L. Niel Plummer Scholarship, Adam Altman Innovation Award, and Theodore E. Schulte Memorial Scholarship
- Ad Club – University of Kentucky AAF Chapter

RELEVANT EXPERIENCE

Lexington Children's Museum

Lexington, KY

Development & Communications Intern

Jan 2026 - May 2026

- Produced social media content including graphics, short form video content, and copywriting for 2,229 followers
- Contributed to grant writing and copy editing to secure over \$1,000 in funding
- Assisted with donor research and event planning tasks to support the museum's 2026 annual fundraising gala which generated over \$113,000

AAF National Student Advertising Competition (NSAC) Team – 2025-2026

Lexington, KY

Strategist and Creative Lead

September 2025 - May 2026

- Developed a fully integrated advertising campaign for the NFL, earning Best Marketing Plan at AAF District 5; led audience research, brand positioning, and media strategy across digital, social, and traditional channels
- Conducted primary and secondary research to uncover audience insights and competitive dynamics, translating findings into strategic recommendations and campaign deliverables
- Collaborated in a fast-paced, agency-style team environment, producing strategy decks, pitch materials, and client-ready presentations evaluated by industry professionals and NFL representatives

WORK EXPERIENCE

Chicago White Sox

Chicago, IL

Street Team Ambassador

May 2025 - Sep 2025

- Executed grassroots marketing activations at 15+ citywide events and ballpark activations
- Supported game-day promotional campaigns at Guaranteed Rate Field, driving fan engagement and sponsor brand awareness

Goodwill

Downers Grove, IL

Sales Associate

June 2022 - Jan 2025

- Provided customer service, conducted retail transactions, and managed inventory rotation of the sales floor
- Promoted Goodwill's mission by educating customers on programs and initiatives

SKILLS & PROFICIENCIES

Proficient: Adobe Illustrator, Canva, CapCut, AP Style, Microsoft: Word, PowerPoint, and Excel

Intermediate: Adobe: Photoshop & InDesign, Figma, Google Analytics 4; social media platforms: Instagram, X, TikTok

Portfolio | anthonymarsicano.com

LinkedIn | [linkedin.com/in/anthonymarsicano](https://www.linkedin.com/in/anthonymarsicano)