

Amy Janus '08 MKT Turns her Passion for Sports into a Profession

Q: What are some of your responsibilities working for the Bulls?

A: I am a Ticket Representative for the Chicago Bulls Front Office. I'm responsible for the sale of season and group tickets for the 2009-2010 regular season. I contact prior season ticket holders or various other contacts from the leads list provided. In addition I can also shadow other various personnel in the organization and have the option to volunteer during games and special help events.

Q: What does a typical day consist of?

A: A typical day consist of around 80 phone calls, giving tours of the United Center to prospects, and once the season starts, Bulls games.

Q: What attracted you to sports marketing?

A: I've been an athlete since I was young and throughout high school. After an injury I turned my focus to the business side of sports. I knew I wanted to develop a career in sports marketing.

Q: How were you involved in sports marketing as an undergraduate?

A: I had an exciting internship with the Philadelphia 76ers.

Q: What is your ultimate professional goal in the field?

A: My ultimate goal in the field would be in advertising sales or sponsorships. Working business to business sales would be nice.

Q: Since sports marketing is a competitive field, what advice could you offer current students about securing an internship and future job in the profession?

A: Be passionate about what you do and take an initiative in every opportunity provided to you. Be persistent without going overboard and allow your personality to show when doing various collegiate internships. Starting with a minor league, D-league, or collegiate team really will springboard your career for the national or major leagues.

Q: We have THOUSANDS of COB and ISU graduates in the Chicagoland area. Do you have any messages you'd like to share with them about getting tickets or getting together at a Bulls event?

A: Yes, CALL ME. My office number is 312.455.4167. I'm available and would LOVE to help anyone interested in tickets for their business outings or personal entertainment. GO BULLS!

