

Clayton Adelizzi, MBA

Golf and sports marketing and communications

Albuquerque, New Mexico · claytonjadelizzi@gmail.com · linkedin.com/in/ClaytonAdelizzi · claytonadelizzi.com

EXPERIENCE

Marketing & Operations Manager, Sun Country Golf House, Albuquerque, New Mexico 2025 to Present
Sun Country PGA Section, Sun Country Amateur Golf Association, Sun Country Junior Tour, Sun Country Golf Foundation

- Run marketing and communications for four golf organizations and build the content calendar all four work from.
- Write the championship recaps, shoot the photos, design the graphics, and cut the video.
- Work events on site through the season with our tournament directors, including the New Mexico Open, USGA qualifiers, Junior Tour stops, and Foundation programs like PGA HOPE. Photos, social posts, and member emails go out the same day.
- Manage websites and member email, including page rewrites for the PGA Section and the Inside the Ropes newsletter.
- Created Amateur Edge, a player and PGA professional interview series I film and edit.
- Manage our marketing interns and our PGA WORKS Fellow, assign the work, and approve what goes out.

Social Media Coordinator & Sales Team Leader, Restore Hyper Wellness 2023 to 2025

- Managed social media campaigns and regional influencer partnerships for the studio's Facebook and Instagram.
- Reviewed social metrics each month and adjusted content and creative based on what performed.
- Trained and coached staff on guest service and membership sales.

Sports Medicine Intern, Florida Atlantic University, Boca Raton, Florida January to April 2023

- Supported game operations and practices, and worked with athletes and staff to track health and injury prevention.

Entertainment & Event Game Day Staff, Miami Dolphins 2022 to 2023

- Supported game-day operations and fan experience activations at NFL home games.
- Worked on accessibility and comfort upgrades within the fan experience.

Operations Intern, American Junior Golf Association Summer 2022

- Ran junior tournament operations, including scheduling and on-course logistics.
- Tracked player progression, scores, and results, keeping competition data accurate through each event.

Director of Operations, Eckerd College Soccer, St. Petersburg, Florida October 2021 to May 2022

- Managed equipment inventory for practices and games.
- Worked with the coaching staff on game-day marketing, program promotion, and alumni communications, including the team's graphics.

Sports Marketing Intern, Villarreal CF, Villarreal, Spain Summer 2021

- Built a business intelligence report on the club's marketing and branding strategy.
- Worked on marketing campaigns aimed at new and international audiences.

EDUCATION

Master of Business Administration, Sport Management, Florida Atlantic University 2024
Bachelor's degrees in Marketing and International Business, Eckerd College

SKILLS

Writing and editing: Championship recaps, feature stories, interviews, newsletters, web copy

Photo, video, and design: Event and tournament photography, interview filming and editing, social graphics, signage

Web and email: WordPress and Squarespace page building, Mailchimp campaigns, HubSpot, content calendars

Events and partners: Tournament communications, on-site coverage, sponsor deliverables, intern supervision

Tools: Adobe Photoshop, Illustrator, InDesign, and Premiere Pro · CapCut · Canva · Mailchimp · HubSpot · Salesforce · WordPress · Squarespace · BlueGolf · Google Analytics · Meta Ads Manager · Microsoft Office