

# Tristan Riopelle

## Sports Marketing and Project Coordination

Montréal, QC · 438 490 4709 · riopelletristan@gmail.com



Sports marketing professional with experience in event planning, partnership management and brand communications. Skilled at working directly with clubs and clients, coordinating suppliers and managing multiple projects from planning through delivery.

### PROFESSIONAL EXPERIENCE

#### Marketing Coordinator

Sept. 2025 - present

Logica Sport · Soccer Division · Montréal

Eletto Sport and Diadora Soccer Canada

- **Events and activations.** Organize events for numerous clubs throughout the year, covering logistics, communications, promotional materials and coordination with participants and suppliers before and during events.
- **Seasonal catalogues.** Manage Eletto and Diadora catalogue production each season: product data, descriptions, imagery, layout reviews, revisions and preparation for print.
- **Club and customer service.** Identify club and retailer needs, respond to requests and follow up with internal teams and suppliers.
- **Sports partnerships.** Deliver partnership commitments through activations, brand visibility and communications with clubs and sports organizations.
- **E-commerce.** Develop and update Shopify and Wix websites, including navigation, pages, product listings, imagery and SEO. Structure product data for Shopify integration.
- **Campaigns and content.** Create and deliver web, social media, email and print communications for product launches, events and collection promotion.
- **Production and suppliers.** Coordinate designers, videographers, web agencies and printers for content, sales materials, packaging and labels. Manage briefs, revisions, approvals and schedules.

#### Marketing Associate

Jan. - May 2025

Elevation Athletics

- Created promotional materials and edited sports highlight videos for social media.
- Scheduled publications, monitored performance metrics and gathered content from coaches and staff.

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Experience and Skills

## PROFESSIONAL EXPERIENCE

### Sponsorship Executive

Sept. - Dec. 2024

Cosmos Sports & Entertainment

- Supported sponsor prospecting for Cosmos clients and prepared sponsorship presentations and partnership proposals.
- Participated in brand meetings, followed up on sales outreach and maintained correspondence and CRM records.

### Research Assistant

May - Aug. 2024

Sino-Sports · Toronto

- Analyzed sports industry trends and market data to support international sports development initiatives.

## TECHNICAL SKILLS

**Web and e-commerce:** Shopify, Wix, content management, product listings, navigation and SEO.

**Web development:** Page customization and interface prototyping for product customization tools.

**Visual content:** Canva, Photoshop and Illustrator; page layouts, product imagery, catalogues and print materials.

**Video and social media:** CapCut, video editing, Instagram, TikTok and Facebook; publishing and performance tracking.

**Data and coordination:** Excel, CSV files, CRM platforms, Word, PowerPoint and Teams.

## EDUCATION

### Advanced Diploma in Sport Management

2025

Humber College · Honours

### Certificate in Administration

2020

Université du Québec à Montréal

Respect in Sport - Activity Leader · CPR and First Aid

## ADDITIONAL EXPERIENCE

**Pedagogical Support** · Collège Stanislas

2020 - 2022

**School Supervision** · École Lajoie

2019 - 2020

**Day Camp Counsellor** · Montréal

Summer 2018

## LANGUAGES

**French** native · **English** fluent · **Chinese** conversational