

THE SPORTS INTERN

INDUSTRY INSIDER



JACKIE GEFFINGER

ASSOCIATE DIRECTOR, PARTNERSHIP MARKETING
ANGEL CITY FC



Jackie Geffinger graduated from the University of Iowa with degrees in Economics and English and a minor in Business Administration, later earning her MBA from Southern New Hampshire University.

Her first step into sports came as an intern with the Chicago Slaughter (Indoor Football League). She then joined Chicago Fire FC (MLS), working first in Group Sales and later as Senior Account Executive in Partnership Marketing before taking on her current role as **Partnership Marketing Associate Director at Angel City FC**.

In her current role at Angel City FC, Jackie manages relationships with corporate partners and brings their campaigns to life through creative activations that align with the club's brand and mission.

On non-game days, she focuses on strategy, planning, and collaboration across departments to ensure every partnership deliverable is on track. Game days are where it all comes together by managing activations, hosting partners, and creating memorable experiences for their guests and fans.

Jackie once wanted to be a physical therapist for a pro team, but after realizing that wasn't her path, she found her fit in partnership marketing - a mix of creativity, strategy, and teamwork. Her long-term dream is to become a Chief Revenue Officer, and one day, a professor who helps students find their place in sports.

► FAVORITE PART OF THE JOB:

Jackie loves building relationships and turning partner goals into fun, meaningful experiences for fans. She's also proud that Angel City gives 10% of all partnership revenue back to the community, making a real difference beyond the pitch.

► CHALLENGE OF THE JOB:

The most challenging part of Jackie's work is balancing multiple high-profile partnerships, each with unique objectives and fast-changing needs. Coordinating across internal teams and managing tight timelines requires constant communication, adaptability, and organization - all while maintaining high standards of execution.



JACKIE'S
ADVICE

- **Be willing to roll up your sleeves.** Sports move fast, and every day looks different. Stay flexible, help where needed, and show you're a team player who cares about the bigger picture.
- **Stay curious and keep learning.** The more you understand about fan engagement, brand partnerships, content, and analytics, the more valuable you'll be.
- **Find your "why."** Sports can be demanding, so stay connected to what drives you — whether that's your love of the game, creating impact, or giving fans great experiences. Your "why" will keep you motivated through it all.