

Adam Gidaro

621 Mystic Lane, Sacramento, CA 95864
(916) 296-1516 * gidarosports@gmail.com * www.gidarosports.com

EDUCATION

Bachelor of Science in Business Administration, December 2012
University of Oregon, Eugene, OR
Sports Business Concentration, Communication Studies Minor

EXPERIENCE

Ticket Sales Associate, Seasonal Position, July 2013-October 2013
Sacramento Kings, Sacramento, CA

- Successfully completed B.O.L.D. training program by practicing values of belief, opportunity, leadership, and development
- Generated additional revenue by creating and fostering new client opportunities outside of basic cold-call list
- Employed customer communication skills by regularly taking initiative at sales events
- Sharpened database expertise by working with SalesForce and Archtics on a daily basis

Sales Consultant, Seasonal Position, April 2013-July 2013
Legends Sales & Marketing, Stanford University Athletics, Palo Alto, CA

- Utilized persuasion skills by upselling multiple single game buyers to season long commitments
- Increased attendance at collegiate sporting events by meeting and exceeding weekly and monthly sales goals
- Created and maintained positive customer relationships with 70-100 daily phone calls

Sports Information Director, December 2008-December 2010
Oregon Men's Club Lacrosse, University of Oregon, Eugene, OR

- Coordinated the photo and graphic design of a team poster that generated campus exposure
- Created fan awareness with a team website through WordPress that provided video interviews, highlights and game photos
- Wrote weekly press releases that were emailed to over 300 lacrosse websites and fans
- Raised over \$2,000 in team apparel sales through game-day and online initiatives

Ticket Sales Intern, July 2010-September 2010
Sacramento Mountain Lions, United Football League, Sacramento, CA

- Formulated and utilized strong cold-call conversations to help fill the home opening game's attendance of over 18,000 spectators
- Garnered neighborhood awareness through gained relationship with over five local newspapers
- Increased attendance by creating and selling group event for local high school that created over 150 tickets sold

Corporate Partnerships Intern, July 2009-September 2009
Sacramento River Cats, Pacific Coast League, Sacramento, CA

- Executed multiple game-day sponsored activities in a deadline-driven environment to maximize clients' expected return on investment
- Moderated and visited corporate client stadium concourse tables to ensure customer satisfaction
- Produced and documented in-game sponsorship packages for current clients and potential clients to create new business