

ADAM "AJ" GOLDBERG

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EDUCATION

Elon University, Elon, N.C.

May 2019

Bachelor of Science in **Sport Management**, Minor in Business Administration

Study Abroad: Business of Baseball in the Dominican Republic

January 2018

- Spent three weeks exploring the business side of MLB academies, the Dominican Winter League, and the Dominican tourism industry

RELEVANT EXPERIENCE

Elon University Athletics | Elon, NC

Ticket Sales Intern

September 2018 – Present

- Contact prospects about upcoming games and promotions and follow up on their experiences after events
- Process single game ticket transactions, season ticket renewals and group ticket sales in person, e-mail and over the phone
- Develop expertise in customer service and satisfaction, collecting and distilling data, and assisting with product and business strategies

Marketing Manager

September 2015 – Present

- Lead sponsorship activation for NCAA division one football and men's and women's basketball and soccer
- Coordinate game presentation elements for football and basketball games, including IMG sponsorship elements, videoboard show, and event scripts
- Promote events and fundraising efforts for the Athletics donor club to campus programs and organizations

Madison Square Garden Company | New York, NY

May 2018 – August 2018

Sports Communications Student Associate

- Supported brand outreach and lead generation for the Knicks, Liberty and Westchester Knicks
- Cold called over 600 potential season subscription and summer camp customers
- Compiled statistics for press releases and 2016-2017 team media guide
- Led a cross functional team for a creative assignment focusing on Marketing Partnerships for the company as a whole, and presented findings to the organization's executive leadership team (COO, CEO, CFO, CCO)

Sports & Properties Inc. | Cary, NC

May 2017 – August 2017

Event Management & Marketing Intern

- Created marketing, sponsorship, sales and organizational concepts for multiple large-scale events
- Structured housing accommodations and transportation system for over 10,000 athletes and officials in connection to bidding process for the 2027 World University Games
- Conducted research for various consulting projects including sponsorship analysis and naming rights
- Initiated and maintained relationships with over 30 partners

ACTIVITIES & LEADERSHIP

Sport Management Society | Elon, NC

February 2017 - Present

Treasurer

- Manage a \$4000 budget and organized member participation in the first ever Sport Betting Conference

Elon Men's Club Soccer | Elon, NC

September 2015 - Present

Member

- Attend all practices and games and participate in team social and philanthropic events

New Student Orientation, Elon University | Elon, NC.

August 2016

Orientation Leader

- Represented Elon University in a professional manner and served as a mentor to 15 first year students

SKILLS & EXPERTISE

Archtics Ticketing System; Adobe Creative Suite; Microsoft Office; HTML, CSS; Intermediate Spanish