

AJ GOLDBERG

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EDUCATION

Elon University - Elon, NC May 2023
Bachelor of Science in Sport Management, Minor in Business Administration

Study Abroad: Business of Baseball in the Dominican Republic January 2022

- 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 June 2022 – Present
Ticket Sales Intern

- 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 2021 – May 2022

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

Madison Square Garden Company | New York, NY May 2021 – August 2021
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, and presented findings to the organization's executive leadership team (COO, CEO, CFO, CCO)

Sports & Properties Inc. | Cary, NC May 2019 – August 2019
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 2021 – May 2022
Treasurer

New Student Orientation, Elon University | Elon, NC. August 2021
Orientation Leader

SKILLS & EXPERTISE

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