



Dawson Reale

Sudbury, Ontario 🇨🇦

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'Success and Nothing Less'

SUMMARY STATEMENT

Pursuing a position with a professional sports and entertainment organization, excited to offer my industry knowledge, experience, tireless work ethic, dedication, and passion for success.

INITIATIVES

'SPAD Homegrown Talent Scholarship'
co-founder

Developed by graduates to give back to future students entering the SPAD program

INDUSTRY EXPERIENCE

- Fenway Sports Management University
- Washington Nationals LED consulting project
- National Hockey League salary arbitration hearings
- Intellectual Capital Inc. *The Robins Partnership*

SKILLS & QUALITIES

- Professional, polished, on-brand appearance
- Extremely organized, independent, and highly self-motivated
- Positive demeanor, winning attitude, composed, charismatic, and outgoing
- Strong ability to motivate a staff, lead a team, communicate and delegate effectively
- Exceptional customer service and client relationship building skills, highly detail oriented
- Comfortable making in person presentations and public speaking, desire to excel in sales
- Experience selling and serving high-end VIP clients, strong ability to anticipate their needs
- Ability to perform in a fast-paced environment, strong time-management, problem-solving skills
- Ability to maintain a flexible work schedule, willingness to work evenings and weekends

EDUCATION

Master of Business Administration (MBA)

Class of 2022

Laurentian University | Sudbury, ON

Honours Bachelor of Commerce in Sports Administration (SPAD)

Class of 2017

Laurentian University | Sudbury, ON

PROFESSIONAL EXPERIENCE

Ticket Broker 2014 – present

StarOne Promotions | Toronto, ON

Providing clients with a unique experience by selling premium event tickets. Specializing in premium Toronto Maple Leafs, Blue Jays, Raptors, and concert tickets. Responsibilities include; price adjustments, invoicing, and creating a network to acquire new business. Travelled to Miami for Super Bowl LIV.

Hospitality and Events Coordinator April 2022 – present

Greater Sudbury Hospitality Association | Sudbury, ON

Responsibilities include acquiring corporate sponsors, coordinating with venues, and managing all event logistics to ensure overall success. Events include golf tournaments, charity fundraisers, and holiday dinner parties.

Sports Memorabilia & Marketing Manager 2009 – present

Pro Am Sports Excellence | Sudbury, ON

Responsibilities include inventory management, online store and social media management, and event coordination; including silent auctions and autograph signings with athletes such as Darryl Sittler, Roberto Alomar, and Jose Bautista.

Suite Experience Manager 2017 – November 2019

Sudbury Wolves Sports and Entertainment Group | Sudbury, ON

Responsibilities included overseeing the ultimate luxury experience for all suite holders by providing exceptional customer service during each arena event. This included hiring, training, scheduling, and supervising all suite associates (servers, bartenders, and runners). Collaborated to develop food and beverage menus, while monitoring all food orders and deliveries. Smart Serve certified.

Merchandise Manager 2018 – November 2019

Sudbury Wolves Sports and Entertainment Group | Sudbury, ON

Responsibilities included inventory management, retail store displays, hiring, training, scheduling, and supervising all merchandise staff. Created a positive work environment in a fast-paced retail setting.