

# MATTHEW HIRSHON

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**Objective:** To obtain a challenging sports business position at a professional sports team, agency or brand in the Greater New York City area

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## WORK EXPERIENCE

### Oracle

**Burlington, MA**

*Sales Representative OD Prime*

*July 2018 – Present*

- Successfully sell Oracle Core Technology directly or via partners to small-and-medium sized accounts in the Greater Pittsburgh Area
- Generated \$400k in revenue to date via sales of On-Premise Technology, Oracle Database, Database Options, and Cloud Technology
- Presents and sells deals to host client's applications on Oracle software
- Utilize inbound and outbound techniques to identify, qualify, and close new opportunities
- Manage accounts throughout the sales process and collaborate with team members on business development strategies
- Attend on-site customer presentations with C-levels to negotiate and close strategic and complex deals

*Sales and Business Development Representative*

*February 2017 – July 2018*

- Collaborated with the virtual sales team on account strategy and demand generation activities
- Built sales pipeline using social selling, cold calling methodologies, and web presentations
- Coordinated sales efforts with both Inside and Field Sales reps, and ensured data was properly maintained in the Oracle's CRM

### Prudential Center and the New Jersey Devils

**Newark, NJ**

*Ticket Sales Associate*

*June 2016 – October 2016*

- Sold New Jersey Devils full, partial, single game suite, and group ticket packages
- Prospected and managed new business leads using Salesforce
- Identified business opportunities by establishing professional and personal networks
- Followed up on sales leads and representing the Devils at assigned functions at the arena

### Ohio State IMG Sports Marketing

**Columbus, OH**

*Property Assistant Manager*

*June 2015 – May 2016*

- Assisted with the activation of sponsorships including Nationwide and Kenda Tires
- Created interactive events that engaged ticket holders at OSU sporting games, festivals and community events on behalf of the sponsor brands
- Developed the necessary skills to run the events and was a leader amongst the property assistants

### Frontofficesports.org

**Columbus, OH**

*Social Media Coordinator*

*June 2015 – August 2015*

- Worked for a website designed for professionals breaking into the sports business- featuring interviews from current leaders in sports
- Wrote and posted Facebook and Twitter content such as relevant news, infographics, and photos
- Increased website traffic: at one point, 800 viewers weekly, which was an all-time high for Frontofficesports.org at the time; tracked using Facebook and Twitter analytics

### CUNY Athletic Conference

**Flushing, NY**

*Sports Information Intern*

*May 2014 – August 2014*

- Utilized social media platforms and increased website traffic through Facebook and Twitter posting for CUNY Athletic Conference
  - Launched capital campaign for CUNYAC Golf Classic through cold-calling numerous companies raising over \$110,000
  - Organized and updated conference lists including CUNYAC team rosters, Players of the Year, All-Stars and All-Americans for all sports through Microsoft Excel; Reviewed by the Sports Information Assistant
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## LEADERSHIP EXPERIENCE

### Sigma Pi Fraternity

**Columbus, OH**

*Rush & Social Committees*

*January 2014 – May 2016*

- Worked with a team to develop effective strategies for recruiting new members
- Built brand loyalty by using all social media outlets, integrating website features, and specifically targeting new members

### Scarlet and Gray Sports Radio

**Columbus, OH**

*Sports Broadcaster*

*March 2013 – May 2016*

- Called play-by-play for Ohio State baseball, basketball, hockey, and Big Ten Network women's volleyball games
  - Hosted a weekly hour-long sports radio talk show called "Matty Ice and the Mooch"
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**EDUCATION****The Ohio State University**

*College of Human Ecology: Bachelor of Science, Sport Industry*

*Minor: Business*

*Dean's List Fall 2014*

**Columbus, OH**

*Graduated May 2016*

*Cumulative GPA: 3.2/4.0*

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**AFFILIATIONS & SKILLS**

- National Sports Marketing Network (NSMN) since 2016
- Skills: Working knowledge of Adobe and Salesforce CRM, and Microsoft Office Products (Word, Excel, Access & PowerPoint)