

Aaron Eugene Bare

1614 Burnley Drive Cary, NC 27511 – aebare@gmail.com

November 8, 2006

Dear Sir or Madam:

My name is Aaron Bare. I am a charismatic individual with a robust love for marketing, public relations and media communication.

During my junior year at NC State in 2000, I had a summer job with the Durham Bulls Baseball Club that developed into a full-time opportunity in their marketing and promotions department. Overcome with excitement about a position in a high profile organization, I jumped at the chance to make my mark in the professional world. Initially, I continued taking classes part time, however, after two years I decided to postpone my education and focus my energy on a career with the Durham Bulls. It paid off. In 2003 I was promoted to the team's Multimedia Marketing Manager where I excelled until I decided to leave in December of 2005 to return to NC State to complete my degree. I am scheduled to graduate next spring (2007).

During my two successful seasons at the marketing helm for the Durham Bulls, I was able to help drive and increase sales in many areas. In 2005, the team achieved its all-time attendance record of 520,371. From 2004 to 2005, my department helped to produce a 32% increase in online ticket sales, a 20% increase in individual ticket sales and a 118% increase in web traffic (page views) on durhambulls.com. The site also generated a 40% increase in sponsorship revenue.

Over the years, I have developed a large arsenal of skills including brand management, advertising strategy and implementation, brochure design, television and radio commercial production, web site management and event planning. I enjoy working on projects in their entirety; from conception through implementation, to feedback and evaluation. I am comfortable in any position that requires strategic planning, organization and follow-through.

Working in an environment that achieves success through teamwork is very important to me. I look forward to working with individuals who always strive for success while learning from failure.

Examples of my work can be viewed by visiting <http://home.nc.rr.com/abare> and clicking on "Marketing Examples."

If your company is looking to hire before the spring semester ends in May of 2007, I would welcome the opportunity to discuss adjusting my class schedule to accommodate.

You may contact me at either the email address or the phone number below.

Sincerely,

Aaron Bare
919-434-7757 (cell)
aebare@gmail.com