

# Aaron E. Bare

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**Objective** To achieve all organizational goals outlined by management while being a catalyst for positive change in the company.

**Work experience** Jan-Aug 2006 DesignHammer Media Group Durham, NC  
**Private Consulting**

Developed marketing strategies on a consulting basis. Developed and purchased radio advertising and organized two business after hours in conjunction with the Durham Bulls to increase visibility and provide networking opportunity for client.

Jan-Apr 2006 Alamance Community College Graham, NC  
**Videography Instructor**

Responsible for developing curriculum for and directing classroom activities for second semester videography students. Instruction included Final Cut Pro, professional camera use, direction, audio production and basic television commercial writing.

2003-2005 Durham Bulls Baseball Club Durham, NC  
**Director of Multimedia Marketing**

Responsible for image management and team branding; Organized team marketing efforts; Managed durhambulls.com content and development; Developed newspaper, radio and TV advertising materials; Oversaw creation of monthly e-newsletter; Managed in-house television system and over 50 broadcasts per year on WRAZ-DT, C-SET, and several other out of market broadcasts; Managed technology based projects for ball club including WiFi Internet installation inside stadium.

**Major Accomplishments as Director of Multimedia Marketing:**

- Internet ticket revenue increased 32% (2004-05)*
- Walkup/individual tickets revenue increased 20% (2004-05)*
- durhambulls.com page views increased 118% (2004-05)*
- durhambulls.com sponsorship revenue increased 40% (2004-05)*
- Developed marketing campaigns promoting ESPN SportsCenter visit to Durham Bulls Athletic Park*

2000-2003 Durham Bulls Baseball Club Durham, NC  
**Director of Media Operations**

Responsible for newspaper, radio and TV advertisement creation; Assisted in monthly newsletter creation; Coordinated team mascot community efforts; Spoke to classes and civic groups on team's behalf; Produced live HDTV broadcast "Durham Bulls vs. Tampa Bay Devil Rays" that aired on WRAZ-TV Fox 50 on 3/30/02; Managed durhambulls.com web site redesign; Assisted in production of 100<sup>th</sup> Anniversary Video that aired on WRAL-TV 5.

**1999-2000**                      **Durham Bulls Baseball Club**                      **Durham, NC**

**Broadcast Coordinator**

Oversaw production of 144+ in-house baseball game broadcasts, including the management and scheduling of staff as well as equipment maintenance and set up.

**1995-2001**                      **WRAL-TV 5**                      **Raleigh, NC**

**Production Assistant**

Volunteered and Freelanced with Creative Services Department; Responsibilities included camera assistance, audio, lighting, dolly grip, and other griping tasks.

**Education**

**1997-2006**                      **North Carolina State University**                      **Raleigh, NC**

**Mass Communication**

- Bachelor of Communication Media; expected graduation May 2007
- Worked on Sports Department's Video Staff (1998-1999)

**1996**                      **NC School of the Arts**                      **Winston-Salem, NC**

**Film School Summer Session**

**Additional Corporate Training**

- Completed 8 part Corporate Ethics Training
- Completed 4 part Crucial Conversation Training
- Completed "Coaching Zone" Training

**Special skills**

Writing, Digital Video Editing with Various Systems including Avid and Final Cut Pro; Professional Video Photographer; Adobe PhotoShop; Quark Express 4.0; Extremely Proficient with all Windows Computer Systems and Office 1997 and up.

**References**

Ken Bland, Jr  
Project Manager  
SAS Institute  
(919) 531-7361

George Habel  
Vice President, Capitol Sports  
Capitol Broadcasting Company., Inc  
(919) 687-6531

Chip Hutchinson  
Founder, CEO  
Insider Sports Marketing  
(919) 368-0616

**Volunteer experience**

Coached Youth Baseball 1994-1995; Boy Scout Member Troop 372 1990-1996; Explorer Post 5 Member 1996-1999; Explorer Post 5/50 Advisor 1999-present; Various Trips to the Boys and Girls Home of North Carolina; NC Garner Jaycee 2002

**Awards received**

1997 Mid-South Regional Emmy Award; Several Mid-South Regional Emmy Nominations; Capitol Broadcasting Volunteer of the Month; 2001 Explorer Post of the Year; Various Inter-Company Recognitions