**Brandon Tatera**

**884 Napa St., Napa, CA 94559** ⯍ **bjtatera@dons.usfca.edu** ⯍ **909-635-5505**

***Driven, focused, and knowledgeable Strategic Leader with several years of experience in high-stress environments in addition to a strong background within various industries. Experienced in planning and executing large-scale events, analyzing complex data, and supporting marketing operations.***

***Proficient in: MS Office, Publisher, iWork, iOS, Social Media, and Adobe InCopy/InDesign***

**Key Competencies**

Operations Management • Marketing Best Practices • Process Improvement • Marketing Content

Attention to Detail • Data Analytics & Reporting • Complex Problem Solving • Strategy Development

**Professional Experience**

Rivals.com, Santa Monica, CA 2007-Present

**High School/College Sports Writer**

* Provide innovative written content and reporting regarding both high-school and college sports on behalf of Rivals.com
* Responsible for the State of California (CaliforniaPreps.com) along with several national showcases in addition to creating game and event previews/reports

Chase Cellars, St. Helena, CA September 2019-November 2019

**Hospitality Associate**

* **P**rovide hospitality/tasting room support including set up, clean up, and pouring wine
* Responsible for data and order entry, maintaining inventory, and wine returns
* Help with wine club related duties using e-cellar, a POS system, and other administrative tasks

Squire Livery Tours, Napa, CA 2018-2019

**Operations**

* Help run a small boutique wine tour company.
* Create schedules geared for each guest and drive them to and from their wineries.
* Responsible for shipping wine to clients.
* Spearhead new beer tour project.

Stanford University, Stanford, CA 2014-2018

**Athletics Event Manager**

* Coordinated operations and logistics before, during, and after sporting events ranging from 100 to over 50K attendees
* Ensured event prep-work was completed prior to the event, oversaw breakdown, and responded quickly and professionally to customer service issues

Lagadere Sports & Entertainment 2016-2017

**Field Researcher**

* Completed detailed field research related to NFL games which required observing games using various platforms and analyzing several areas such as human behavior, commercial efficiency, and traffic
* Successfully analyzed over 150 data items related to the NFL experience which included in-game, pre-game, and post-game. Selected to audit the NFL Scouting Combine due to exceptional performance
* Provide data and observations to improve the overall guest experience at NFL games

***Additional Experience Includes:*** *Associate Video Logger, Major League Baseball Advanced Media (2015), Box Office Attendant, AEG (2014-2015), Sports Information Intern, Academy of Art University (2014), Office Intern, Bay Area Sports Hall of Fame (2014), Fan Experience Intern, University of California Berkeley(2014)*

**Education**

**Master of Arts, Sport Management,** University of San Francisco, San Francisco, CA

**Bachelor of Business Administration, Management,** San Jose State University, San Jose, CA