

Bradley Abadie

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Dear Brother Martin Alumni Network,

Hi there, my name is Bradley Abadie, and I am a Class of 2012 Alumnus of Brother Martin High School. I am also a graduate of Louisiana State University with a Bachelor of Science Degree in Sport Administration with concentrations in both Sport Commerce and Sport Leadership. I additionally hold a minor in Business Administration. I have gained experience in multiple athletic departments since my undergraduate years at LSU. I have worked in both event management and in sport marketing, and I have had experience working not only with LSU's athletic department, but I have also gained previous sport marketing experience with both the University of New Orleans (UNO) and University of Southern Mississippi (USM). Additionally, I have worked as an employee for SMG New Orleans as a Manager Assistant underneath our head of event services for Saints and Pelicans Games, Tulane Football games, concert tours, and various other events that enter the Mercedes-Benz Superdome and the Smoothie King Center. My most recent work experience over the past couple of years was with the New Orleans Pelicans and New Orleans Saints as a Ticket Operations Associate, and even more recently as an Administrative Intern with the Fore!Kids Foundation and The Zurich Classic.

Although most of my professional experience thus far has been in sport administration, I am also looking to expand my horizons into the real estate industry, as well as various skilled trade fields.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

Bradley Abadie – BM '12

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Education

Louisiana State University – Baton Rouge, LA – Dec 2016 Graduate
Bachelor of Science in Sport Administration: Concentrations in both Sport Commerce and Sport Leadership
Minor in Business Administration

Work Experience

New Orleans Pelicans and New Orleans Saints, Metairie, LA – Aug 2019 through May 2020

Ticket Operations Associate –

- Execute the daily processing of single-game, group, and season ticket packages for Pelicans and Saints sales representatives and their clients through the SeatGeek SRO ticketing system.
- Exercise confidentiality and integrity upon handling personal and financial customer information.
- Help in maintaining the policies of the Ticket Office with regards to ticketing and customer service issues
- Establish and maintain a professional working relationship with all levels of box office staff and clients as a manager on duty at the Smoothie King Center.
- Assist with the management of customer service as it relates to both internal and external clients.
- Performs all other related duties assigned as necessary

Zurich Classic of New Orleans/Fore!Kids Foundation, TPC Louisiana (Avondale, LA), Mar 2021-Apr 2021

Tournament Office Intern –

- Assisted Sales and Marketing staff with tournament ticket sales, distribution, and marketing activities
- Perform various administrative duties to assist the sales, marketing, sponsor relations, and volunteer staff members
- Tournament office support: membership sales, walk-in sales, telephone solicitation and online orders
- Manage all ticket distribution: sponsorship packages, venue ticket packages and all other ticket/parking orders
- Worked with Operations Director and volunteer staff, conducting the day-to-day activity of a PGA Tour Event

ASM Global - Entertainment & Convention Venue Management, New Orleans, LA – Jan 2015 to Present

Manager Assistant – Mercedes-Benz Superdome/Smoothie King Center/Yulman Stadium

- Assists and serves as an extension of ASM Management in Event Operations and Logistics regarding patron concerns and experience. Also function as facility representative at assigned entrances and areas of the facility.
- Receive calls from ASM Command Post staff and then direct the information to the appropriate party by following proper radio etiquette and the chain of command, and vice versa when a new problem is revealed to Command Post.
- Keep an event log and post-event report of all incidents, accidents, and event related occurrences, resolved or unresolved, at the facility during the event.
- Worked many notable events including the Allstate Sugar Bowl, Essence Festival, Bayou Country Superfest, the LHSAA State Championships, and WrestleMania. Have also worked for multiple seasons of Tulane Football, New Orleans Saints, and New Orleans Pelicans home games as well as a multitude of musical concerts and other various entertainment events.
- Communicate with certain areas of staff to properly address problems with event logistics and patron issues.
- Following each event, communicate with Event Coordinator the issues of concern noted on event log and make recommendations to improve for future events.

Southern Miss Campus Recreation at the Payne Center-Front Office, Hattiesburg, MS – August-December 2018

Office Assistant -

- Field and answer phone calls, distribute information to callers, run the mail and bank deposits to and from the Payne Center, organize paperwork regarding Payne Center's new applicants, open and close the front office, handle numerous small projects regarding communication, organization, and coordination within the front office for USM's Campus Recreation Services.

University of New Orleans Athletic Department, New Orleans, LA – Oct 2017-May 2018

Operations Assistant –

- Lead operations for men's basketball duties which included handling of exterior and interior signage, meeting with referees, safeguarding the possession arrow and scorers' official books for the scorers' table, maintaining the floor wipers, re-stocking the break room refrigerator, etc.
- Assisted in carrying out Operations throughout the (2017-2018) Men's Basketball season.
- Headed up the Event Operations for "Load the Lakefront" Day vs. Incarnate Word.
- Worked front desk Player and Coaches' Will Call for both home and away teams for Men's Basketball and Men's Baseball games.
- Sold retail apparel and merchandise.

Louisiana Gridiron Football, Slidell, LA – Aug 2016 to Dec 2016

Intern as Sports Media Columnist –

- Interviewed coaches and players for Southeastern Louisiana University Football and Louisiana area high school football coaches.
- Wrote print and online articles for Louisiana Gridiron Football Publications.

Service Experience

- USM Athletic Marketing Intern – Worked all USM Football home games and non-conference Men's Basketball games. Assisted in all pre-game and in-game marketing activities on the field/court before and during all timeout breaks, quarter breaks, and halftime breaks, Fall 2018
- ProCamps Worldwide – Volunteer for the Drew Brees Football Clinic ProCamp Hosted by FNA in Covington, LA, and the Drew Brees Preseason Flag Football Camp in New Orleans, LA, July – Aug 2017
- Max Emfinger's All American Bowl Game – Volunteer worker for the All-American Bowl Game at Southeastern Louisiana University, Dec 2016