

TOM CALLEGARI

Sport Data Professional

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416.904.7738

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SUMMARY

- Strong, energetic communicator with the desire to win
- Dedicated to meeting team objectives
- Team player with demonstrated ability to overcome obstacles
- A decade plus of customer service and sport experience
- Ability to build profitable relationships

MAPLE LEAF SPORTS AND ENTERTAINMENT (MLSE)

Analytics Intern

February to April 2018

- Ticketing Analytics
- Data Visualization / Shiny App Development
- Retention Modeling

TORONTO ARGONAUTS FOOTBALL CLUB

Analytics Intern

September to December 2017

- Ticketing Analytics
- Data Visualization
- Retention Modeling

Broadcast / PA Spotter

2012 – Present

- Assist Game Director and PA Announcer
- Provide Player, Down and Distance and Officiating calls
- Ensure accuracy of game announcements to stadium

Events Assistant

2009 – 2010

- Assisted Events Coordinator
- Set-up and tear down of promotional materials

Equipment Assistant

September - December 2010

- Assisted with 3 weekly practices
- Fixed and cleaned player equipment
- Packed and loaded team equipment for away games
- Open/closed locker-room for non-traveling players during away games
- Assisted with end of year equipment inventory

Research Assistant - (with Charlton Strategic Research)

December 2009

- Recruited season ticket holders on behalf of the Argonauts for an Emotional Connectors study

Double Blue Promo Crew

2009 and 2010 Seasons

OBJECTIVES

- To continue building and enhancing my marketing and business knowledge
- To enhance my analytic skills
- To work for an organization that actively promotes the well being of its members

EDUCATION

Sport Management – 3 Yr. Advanced Diploma (Honours)

Humber College, Toronto ON

- HRT Award for Academic Achievement and Excellence in Internship – 2018

CERTIFICATES

Heart and Stroke Foundation of Canada

- CPR – First Aid (2016)

Parks and Recreation Ontario

- HIGH FIVE Principles of Healthy Child Development (2016)
- QUEST Training for Supervisory Staff (2016)

Mental Health First Aid Canada

- Mental Health First Aid Basic (2014)

Respect Group Inc.

- Respect in Sport – Activity Leader Certificate

CONTINUOUS LEARNING

EdX.org – Boston University

- Sabremetrics 101 – Introduction to Baseball Analytics

DataCamp.com

- Introduction to R
- Intermediate R
- Intro to SQL for Data Science
- Intro to Statistics with R: Correlation and Linear Regression
- Building Web Applications in R with Shiny
- Building Web Applications in R with Shiny: Case Studies
- Working with Geospatial Data in R

Lynda.com (Humber College)

- Data Science of Marketing

Stanford Lagunita (OPENedX.org)

- Intro to Statistical Learning in R



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CUSTOMER SERVICE AND SALES EXPERIENCE

Recruitment Consultant (Real Estate) - The Dean Group Inc.

July 2008 - March 2009 (Toronto, ON)

- Managed database of candidates and contacts within the Toronto area
- Daily customer and contact data maintenance
- Conducted reference checks
- Recruited candidates for open Property and Real Estate orders

Account Manager (Manufacturing) – TSE Canada Inc.

August 2006 - July 2008 (Toronto, ON)

Business Development

- Sold on the value of TSE Canada as a recruitment source
- Built relationships with manufacturers across Canada
- Interacted at all levels of client organization (Executive, Management, Production, Plant Floor, etc.)
- Garnered feedback from hiring authorities and managers

Account Management

- Daily interaction with clients
- Managed client recruitment of open job orders
- Met targets for sourcing, submission, interviews, references, and sales
- Ensured client needs were met at all times

Recruitment / Candidate Management

- Recruited candidates for open manufacturing job orders
- Managed database of candidates and contacts throughout Canada
- Daily customer and contact data maintenance
- Conducted reference checks

Office Manager - Etel Response Canada / BTS Inc. / CMN Inc.

January 2001 - August 2006 (Toronto, ON)

- Conducted daily group interviews of 5-13 candidates. (45 -60 min.)
- Delivered daily training to call-centre of 25 to 30 staff
- Trained staff on sales technique and product knowledge
- Employee evaluations and productivity reports administered daily
- Responsible for weekly sales quota of \$90,000 US

CSR / Administration

- Provided credit transaction receipts via the telephone
- Pilot campaign CSR for Sprint Canada and Ontario Hydro Energy
- Provided credit transaction receipts via the telephone
- Administrator for 25 seat call centre
- Managed credit card transactions, office payroll and petty cash
- Sold promotional timeshare vacation packages in Florida to US customers
- Manual dialed leads generated at US trade shows
- Followed a script and used provided objection rebuttals

PROFESSIONAL ACCOMPLISHMENTS

- Successfully completed vendor approval process with GE Canada
- Account manager to GE - Peterborough
- Set TSE Canada single transaction billing record of 36k (December of 2006)
- Set TSE Canada monthly billing record with 53k in gross billings (June of 2007)
- Broadcast/PA Spotter for 2 Grey Cups

VOLUNTEER EXPERIENCE

2016 Grey Cup Festival

2016 Florida State Track and Field Championship

Operations Chair – 2016 Grey Cup Day during Sport Week at Humber College

SOFTWARE

- Microsoft Office Suite
- R and RStudio
- MySQL
- ACTIVE Net (CRM)
- github.com/TomCallegari/dataPortfolio
 - Housing Price machine learning model in R

CONNECT

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References available upon request