

MATTHEW BURT BARTO

(706) 662-2015

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OBJECTIVE: By using my extensive background in sports, my objective is to obtain a position that allows me to use my leadership, motivation, and opportunity seeking skills to the best of my ability. Being highly motivated and very enthusiastic, the position should allow for career advancement using my teamwork and leadership abilities. I seek the opportunity for growth and to obtain extensive knowledge and skills to better serve my company and community.

EDUCATION:

University of West Georgia	Carrollton, GA
MBA, Management	2008-2009
Georgia Southern University	Statesboro, GA
BBA, Management	2006-2008
Auburn University	Auburn, AL
	2005-2006
Young Harris College	Young Harris, GA
	2003-2005
Columbus High School	Columbus, GA
	2000-2003

EXPERIENCE:

BB&T	Lawrenceville, GA
Branch Banker III	2016 – Present

Responsibilities include:

- Responsible for building long-term relationships with clients in-person and by phone
- Work to understand client's financial needs and consultatively address by making appropriate product recommendations or referring the client to a financial partner
- Manage relationships within the branch and deliver superior quality service in-person or by phone such that client needs are met on a consistent, positive basis
- Support all daily operations of the branch, including timely and efficient completion of client transactions while maintaining accurate records and thorough proper handling of all monies assigned

Hire Dynamics	Duluth, GA
Account Manager	2015 – 2016

Responsibilities include:

- Partner to meet client business objectives
- Work with branches to implement cross business opportunities
- Utilize a consultative sales strategy to effectively overcome client objections
- Exceed sales goals (weekly gross margin, # of accounts, GM%, and weekly revenue)

- Achieve 100% retention rate with clients
- Explore referral opportunities with clients, contacts, vendors

CSE

Atlanta, GA

Account Executive

2013-2015

Responsibilities include:

- Day-to-day account management responsibilities
- Client branded marketing campaigns
- Manage internal cross functional project meetings
- Balance expectations between client/agency
- Continually search for organic growth opportunities

Clients:

- AGCO
- AT&T

CSE

Atlanta, GA

Baseball Marketing and Operations

2011-2013

Responsibilities include:

- Marketing/Endorsement Opportunities
- Strategic Market/Region Research
- Athlete Branding Plans
- Contract Negotiation
- “TLC” Day-to-Day Operations
- Travel Management

Clients:

- MLB Client List
- MiLB Client List

CSE

Atlanta, GA

Property Consulting

2010-2011

Responsibilities include:

- Sponsorship Sales
- Strategic Market Research
- Event Activation
- Game Operations
- New Media Strategy

Clients:

- New York Urban League (Game Operations)
- Kennesaw State University (Property Consulting)
- Atlanta Dream (Sponsorship Research)
- Stihl Timbersports (Sponsor Impressions)
- Coca Cola (Project Management)
- AT&T (Project Management)

**Eagle Rock Distributing
Sales**

**Stone Mountain, GA
2009-2010**

Responsibilities include:

- Customer service
- Merchandising
- Sales
- Pricing

**Winter and Summer Baseball Camp
Instructor**

**Various locations
2003-2008**

Athletic Camps (Baseball): Columbus High School, Young Harris College,
Auburn University, Georgia Southern University, University of North
Georgia, University of Tennessee

Responsibilities include:

- Relationship Management
- Personal training
- Player instruction and development
- Motivation

ADDITIONAL INFORMATION: L.E.A.D Advisory Board

**Atlanta, GA
2011-2012**

HONORS: Member of following baseball teams:

**Georgia Southern University
Auburn University
Young Harris College**

*References provided upon request.