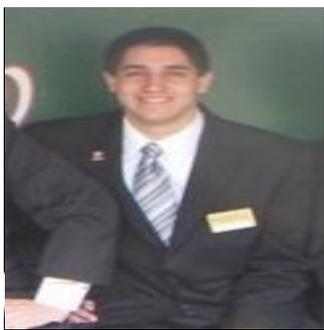


## Anthony Ciallella

Montague-Ridall & Associates

### The Foundation

Anthony was born in Galloway, New Jersey and grew up in a life driven by family and sports. He was blessed to grow up in such a loving and caring family, which drove him everyday of his life. Throughout grammar and high school he quickly became engulfed and developed a passion in basketball. This would help create a strong foundation for the rest of his life.



could not commit. He decided to start off by getting his Associates Degree in Business Administration at his local community school, Atlantic Cape Community College. After completing his Associates, it was finally clear, he would attend the School Of Tourism and Hospitality Management at Temple University. His concentration was in Sports Management, with a minor in General Business, and from then on he never looked back.

 School of Tourism and Hospitality Management  
TEMPLE UNIVERSITY

### The Decision

Coming out of high school Anthony knew one thing, he wanted to work in sports, his passion. When it came time to pick where he would spend the next 4 years of his life, he



### SMAT Celebrity All-Star Game

In his second semester in STHM, Anthony and 3 others Co-Founded a Student Professional Organization (SPO), The Sport Marketing Association of Temple University (SMAT). SMAT is an SPO that is geared towards exposing students in the School of Tourism and Hospitality Management to the sport marketing and sales industry. He is the newly appointed President for the fall 2012 semester, and he works with and oversees his entire executive board.



### The Philadelphia Union Skills Competition

Anthony's first industry experience was with the Philadelphia Union as a volunteer. Over the course of the 2010 fall and the 2011 spring semester he was a member of the Hand Out Crew and then promoted to the Mobile Marketing Team. He continued to assert himself in the Union organization when he was offered a Marketing Internship in the summer of 2011. Here he gained some of his very first experiences in the sport marketing field .



# “Practice Makes Perfect”

## Philadelphia 76ers 3-Point Sales Competition

Another opportunity arose for Anthony in the spring of 2011, a Sales Internship with Philadelphia 76ers. Throughout his time there he participated in a sales



training program for 3 weeks, consisting of the top sales representatives from the 76ers. After his sales training was complete, he became a Night Sales

Associate. He would come in 3 to 4 days a week, during 76ers games, and make on average 70 cold calls a night. While engaging in this internship he developed two important skills, communication and the ability to sell.



## Front Row Marketing Slam Dunk Contest

His final internship was his Junior Internship with Front Row Marketing Services during the spring 2012. This was his first experience with a sport marketing firm and not a professional sports team. While he was with Front Row, Anthony had the opportunity to develop his skills more in the sport marketing field, this time working with an array of teams, leagues, conferences and venues. He was given the chance to see another side of the sport industry, a sport marketing firm. He compiled sport marketing research, arranged e-marketing newsletters, assembled sponsorship proposals, put together sponsorship recaps for college athletics and worked with sponsorship analytics.



## All-Star Game Aspirations

In the spring of 2013 Anthony will be embarking on his Senior Internship. He will be looking for an internship that can help him achieve his career aspirations in the sport industry. Anthony's career goal is to work for a player marketing firm, particularly with NBA players. If not with individual players then he wants to be the Vice President of Marketing for a professional basketball team. He is always looking for new opportunities to further develop himself in the sport marketing field of the industry. Anthony will continue to strive for his career goals in life with his family behind him and his passion for basketball, his two strong foundations.



## Contact Information

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*“Push yourself again and again. Don't give an inch until the final buzzer sounds”*

*-Larry Bird*