

Jason Steele

Eugene, OR | (562) 556-9776 | jasonsteele@outlook.com

EDUCATION

Bachelor of Science Business Administration | University of Oregon | Eugene, OR

Expected June 2026 | Concentrations: Sports Business, Legal Studies

- Specialized coursework in Sports Law, Sports Sponsorship, Sports Marketing and Sport Society.
- Former VP and Current Member of Sigma Nu Fraternity (Gamma Zeta Chapter).

SPORTS BUSINESS EXPERIENCE

San Francisco Giants High-A Affiliate

March 2025 - Present

Sponsorship, Ticket, and Event Operations

Eugene, OR

- Processed ticket transactions and issue resolution for thousands of fans weekly using Pro-Venue and FEVO in a live event environment.
- Activated in-game promotions and ticket sales within PK Park to drive awareness, visibility, and optimize revenue streams.
- Supported stadium operations by coordinating with marketing, social media, and event operations teams to ensure smooth game-day execution.

Oregon Accelerator

September 2025 - Present

Account Manager

Eugene, OR

- Developed and supported 3+ athlete-community digital content initiatives to strengthen student-athlete brand presence.
- Coordinated weekly NIL campaigns with multiple Division I student-athletes, managing timelines and brand deliverables.
- Managed NIL partnerships with 5+ athletes by facilitating communication between both parties, supporting campaign planning, compliance considerations, and on-time delivery of agreed upon activations.

RD Global Sports

June 2024 - August 2024

Agency Intern

Barcelona, SP

- Identified and recruited international soccer prospects pursuing professional opportunities with clubs across Spain.
- Managed day-to-day communication with agencies, academies, and clubs across North America, Europe, Africa and Asia.
- Drafted numerous professional contracts and international legal documents supporting player placement and visa processes.

OTHER EXPERIENCE

The Eugene N.E.S.T

July 2025 - March 2026

Retail Associate

Eugene, OR

- Assisted customers in selecting unique, athlete-issued and vintage University of Oregon apparel, delivering personalized service and product knowledge to enhance the in-store experience.
- Managed merchandise organization and inventory for 'one-of-one' items, ensuring accurate tagging, display presentation, and preservation of rare athlete gear.
- Contributed to a high-engagement retail environment centered around sports culture, helping drive sales through storytelling around athlete memorabilia and exclusive vintage pieces.

ADDITIONAL

- Skills: Client Relationship Management, Negotiation, Stakeholder Communication, Problem Resolution
- Systems: Pro Venue, Fevo, Score CRM