



1. Name: **Evan Castellano**
2. Graduation year: **May 2015**
3. Favorite outdoor activities and favorite places to play at UTC and Chattanooga:
  - a. **Activities: Backpacking/Camping, Hiking, Climbing, Whitewater Paddling, Trail Running, SUP, Fishing**
  - b. **Destinations: Prentice Cooper State Forest, Maclellan Sanctuary on Audubon**

**Island, North Chickamauga Creek Gorge area, Sunset Rock, Lula Lake, Stringers Ridge, and really anywhere on the TN River. (just to name a few... there are so many more!!)**

4. Job Title: **Sales Development Representative at RootsRated**

5. Briefly explain what you actually do for your job:

**a. Key Responsibilities:**

- **Drive outbound sales development.**
- **Partner with the Marketing team to identify prospects in companies who fit the ideal customer profile of RootsRated.**
- **Start new conversations with marketing decision makers in companies that could benefit from RootsRated's services.**
- **Perform highly effective discovery calls assessing the prospect's needs, explaining RootsRated's services, and ultimately qualifying if the prospect could benefit from RootsRated's capabilities.**
- **Assist in the consultative sales process by scheduling meetings for your Sales Executives to begin their sales process with qualified leads and effectively sharing the business needs of the prospect.**
- **Utilize Hubspot.com (CRM) and other sales tools to manage sales pipeline and maintain accurate information about prospects and leads.**

6. What made you choose Outdoor Recreation as a degree program? **I came to UTC from Nashville in 2011 with no idea what my professional talents were. I knew that I liked the outdoors and figured that I could change my degree later if it didn't align with what I wanted to do for the rest of my life. I ended up falling in love with the program and decided to stay!**
7. What experiences helped shape you while you were at UTC (personally and professionally)? **Please allow me to be blunt, I am nowhere near the person that I was as a freshman. What I wanted going into college was to make a lot of money and be extremely successful. As I grew as a person, I discovered that I did not just "like" the outdoors... I was extremely passionate about it. I wanted to do anything that I could to be outside and spent countless hours researching the next best place that I could go. I realized that money should not be what makes you choose a path, just do what you enjoy. I suppose the first goal you should have is to find your passion. It sounds cheesy, I know, but it's true-- find something you are truly passionate about and success will come from the hard work that you actually enjoy putting in. Get involved and get outside of your comfort zone.**



8. What do you wish you had known/done while you were at UTC to prepare for the profession? **NO ONE KNOWS WHAT THEY ARE DOING!!!** Everyone you encounter has experienced the same uncertainty you are going through. We are all just a

**bunch of big kids trying to make it through life. There is no correct "way" to pursue your career, just do what feels right! If you pursue what you love and work hard, the rest will fall in place. You can't expect your teachers to do everything. They can put you on the right path, but it is up to you to find your passion-- something that you are willing to pull an all-nighter for. Not just because you have a test the next day that you have to get at least a "C"**

on, but because you genuinely want to. One last tip of advice if you are still feeling uneasy....

**FAKE IT TILL YOU MAKE IT!**

9. What kinds of things should someone do if they wanted to get your job? (Be honest about where they should invest their time-- getting certifications, making connections, volunteering, academic achievement, etc.). **Pay attention in your classes, that stuff actually applies in real world situations! You don't need the highest GPA, but at least make sure you understand the concepts and can apply them in real life. Network and meet new people! You would be surprised how many people know each other in this industry. You don't need to pay a bunch of money to an organization to make superficial, surface-level friends. Explore and go on trips, discuss your goals, objectives, ideas, and dreams. You will be surprised to see how quickly your connections grow. (Sounds like a typical millennial these days but seriously...get inspired, find where you stand, and own it 100% of the time.) Also, take as many certification classes as you can when you are in school, they only get more expensive after you graduate.**

**I definitely recommend:**

**\* Wilderness First Responder**

**\* Hang-gliding**

**\* Technical Rock Climbing**

10. What are the challenges and blessings of being in this profession? What frustrates you and what keeps you there? **Blessings? Come on...I literally get paid to get outside and have fun, what more could you ask for?!?! That being said, there are definitely challenges. There are hundreds of people that would kill for this position, so I know I have to work harder than any of them to prove that this company cannot afford to lose me. There isn't a day that I come into the office when I don't learn something new. I am challenged to discover best practices, ways to make a process more streamline, and uncover ways to increase productivity. I like to help people, connect others to the best outdoor recreation in the area, share awe-inspiring stories that make people want to get off their butts and do something with their day. I like to be a leader and sell people on this idea that we can connect a massive audience of outdoor enthusiasts to some of the best recreation out there.**