

LINDA ANDERSON

1 Fake Street, Chicago, IL | 555.555.5555 | landerson@resume-resource.email

DIRECTOR OF CORPORATE PARTNERSHIP SALES

Highly effective Director of Corporate Partnership Sales with over 10 years of experience specializing in developing new business across the sports and entertainment landscapes. Offering an array of skills in closing new and renewal business, procuring contract extensions and renewals, cross-functional collaboration, developing and presenting customized proposals to large groups, marketing and securing new business meetings with local, regional and national companies. Proven ability to drive strategic and incremental sales growth in leading sports and entertainment properties. Proficient in pitching and winning fully integrated multi-media sports corporate sponsorship proposals as well as fostering long-term strategic relationships. Adept at delivering unique and compelling ideas to senior management and agency executives representing national and regional brands. Track record of success increasing sales and client totals in fast-paced, dynamic work environments.

SUMMARY OF QUALIFICATIONS

- *Corporate Partnership Sales*
- *Trend Analysis*
- *Contractual Execution*
- *Ensuring Superior Service*
- *Brand Awareness*
- *Team Leadership*
- *Establishing New Business Revenue*
- *Conducting Needs Analysis Meetings*
- *Advertising & Media Campaigns*
- *Cultivating Corporate Relationships*
- *Verbal & Written Communication*
- *Forging 360-Degree Partnerships*
- *Sponsorship Development*
- *Analytical Thinking*
- *Mathematical Competency*
- *Team & Property Sales*
- *Client Satisfaction*
- *Budgeting & Negotiation*
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PROFESSIONAL EXPERIENCE

REGIONAL SPONSORSHIP SALES MANAGER

June 2022 – Present

ABC Sales & Marketing, Chicago, IL

Complete on-site partnership and suite sales, activation and retention responsibilities in Nielsen ranked 27th DMA.

- ***Secure partnership and suite sales as well as client retention*** through a full suite of cross-platform assets for high-profile clients, including Royal Farms, Kaiser Permanente, CareFirst, A/B, Pepsi, Chick-Fil-A and MECU.
- ***Negotiated 10-year extension of naming rights worth over \$3 million*** between City, SMG and client.
- ***Exceeded personal sales goal and property budget revenues*** for 2016 and 2017.
- *Serve as on-site representative for commercial advertising, sponsorship and naming rights opportunities.*
- ***Doubled number of clients in less than one year.***
- *Conduct strategic category analysis, generate leads and solicit regional and national brand C-suite executives on a daily basis.*
- *Prepare & present customized marketing proposals, negotiate new business and cultivate existing relationships.*
- *Tailor compelling strategies for clients by utilizing **traditional and non-traditional assets** such as physical signage, branding, LED ribbon board, intellectual property rights and status designations.*

SPONSORSHIP SALES & MARKETING MANAGER

Aug 2020 – May 2022

XYZ Arena, Chicago, IL

Garnered and activated multi-media sponsorships for Panthers IceDen, BB&T Center and Jet Blue Training Complex. Secured long-term sponsorship cash revenue along with budget relieving trade deals in Miami DMA, Nielsen ranked 16th largest US media market. Clients included Cadillac, Salt Life Food Shack, Chilla Beverages, Carrabba's, Marriott Hotel Golf Club and Convention Center, Doubletree Hotel, Whole Foods, Delvecchio's Pizza and SportTesting.com.

- *Pitched and sold comprehensive title and sponsorship packages by utilizing digital, media assets and signage inventory as well as generating creative and effective activation platforms.*
- ***Gained over \$100,000 in annual incremental revenues*** in lucrative new Preferred Hotel Partnership program.

DIRECTOR OF CORPORATE PARTNERSHIP SALES | BUSINESS DEVELOPMENT INTERN **Sept 2016 – Aug 2020**
XYZ Complex, Chicago, IL

Oversaw complete on-site sponsorship and suite sales, activation and retention for KCAC and IUP Athletics.

- *Managed two student interns for brand new multi-purpose venue.*
- ***Exceeded and delivered on sales budgets at 113%.***
- *Achieved over \$50k in new business for IUP Athletics and \$400k+ for KCAC.*
- *Branded all available F&B concessions and achieved a 90% close and renewal rate.*
- ***Sold all available premium seating suite licenses for long-term commitments within 90 days.***
- *Targeted category leaders and sold customized solutions to a wide variety of clients, including insurance companies, major auto dealers, healthcare and financial institutions.*
- *Supported national sales by **researching new markets and compiling packets for new business.***
- *Generated tour history reports using PollStar Pro to assist with business growth.*
- *Updated Management Agreements to position accounts for renewal.*

SPORTS MARKETER (INTERN)

Nov 2015 – April 2016

AAA Associates Inc., Chicago, IL

Researched, developed and edited baseball story content for Independent Baseball League.

- *Compiled individual player statistics throughout the year for meaningful performance analysis.*
- ***Created digital content for Spring Training and regular season.***

ATHLETICS FACILITIES & EVENTS SUPERVISOR

Aug 2014 – Aug 2015

University of XYZ, Chicago, IL

Managed over 20 part-time student staff.

- *Directed all aspects of ice making, resurfacing and maintenance using Olympia/Zamboni and edgers, scheduling, staffing and facility booking among other duties.*
- ***Hosted successful televised Conference Hockey Championships.***

ADDITIONAL EARLY CAREER EXPERIENCE

Head Coach, 123 Women's Ice Hockey (Club)
Adult and Youth Ice Skating Instructor, 123 University
Event and Security Manager, Live Nation
HR Management and Recruitment, 12 years of experience

EDUCATION

Master of Science | Business – Management of Sports Industries, 2014
 University of 123

Bachelor of General Studies | Corporate & Organizational Studies, 2012
 University of ABC

TECHNOLOGY PROFICIENCIES

Salesforce | KORE | PollStar Pro | MS Office Suite | The List | Scarborough | Nielsen Media Research | Social Media