



# MICHAEL ANDERSON

## E-SPORTS MARKETING MANAGER

### CONTACT

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- San Francisco, CA

### SKILLS

- Digital Marketing
- Sponsorship Strategy
- Data Analytics
- Partnership Development
- Event Management
- Community Engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF SOUTHERN CALIFORNIA**

### ACHIEVEMENTS

- Increased annual sponsorship revenue by 150% through targeted marketing initiatives.
- Recognized for excellence in sponsorship management at the National E-Sports Awards 2023.
- Developed a sponsorship toolkit adopted by over 100 gaming organizations.

### PROFILE

Innovative E-Sports Sponsorship Manager with extensive expertise in digital marketing and strategic partnership development. Skilled in crafting tailored sponsorship packages that resonate with both brands and gamers, driving engagement and loyalty. A proven leader in executing successful sponsorship campaigns that align with corporate objectives and enhance brand presence in the competitive gaming landscape.

### EXPERIENCE

#### E-SPORTS MARKETING MANAGER

##### PlayNation Inc.

*2016 - Present*

- Designed and executed innovative sponsorship campaigns that increased brand engagement by 60%.
- Developed strategic partnerships with major gaming companies to enhance sponsorship offerings.
- Utilized social media analytics to track audience engagement and refine marketing strategies.
- Managed the sponsorship budget, ensuring cost-effective allocation of resources.
- Coordinated with event teams to ensure sponsor visibility at gaming conventions.
- Created comprehensive reports on sponsorship performance for stakeholders.

#### PARTNERSHIP DEVELOPMENT ASSOCIATE

##### Gamer's Hub

*2014 - 2016*

- Assisted in identifying and onboarding new sponsors, contributing to a 30% increase in revenue.
- Conducted competitive analysis to inform sponsorship pricing and positioning.
- Managed day-to-day communications with sponsors to ensure alignment on campaign goals.
- Collaborated with the creative team to develop marketing materials for sponsorship promotions.
- Supported the execution of promotional events, enhancing sponsor brand visibility.
- Gathered feedback from sponsors post-campaign to improve future initiatives.