

MICHAEL ANDERSON

Sponsorship Relations Coordinator

- San Francisco, CA
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Proactive E-Sports Sponsorship Manager with a keen focus on building sustainable partnerships that drive mutual success in the gaming industry. Expertise in identifying potential sponsors and developing tailored proposals that align with brand values and audience interests. Adept at managing the execution of sponsorship agreements and ensuring compliance with contractual obligations.

WORK EXPERIENCE

Sponsorship Relations Coordinator | Future Gaming Alliance

Jan 2022 – Present

- Coordinated sponsorship initiatives that resulted in a 25% increase in partner engagement.
- Developed targeted outreach strategies to attract new sponsors from diverse industries.
- Facilitated communication between sponsors and event organizers for successful activations.
- Monitored sponsorship agreements to ensure compliance with deliverables.
- Conducted market analysis to identify trends and opportunities for sponsorship growth.
- Prepared reports analyzing sponsorship performance metrics for stakeholders.

Event Marketing Assistant | Global E-Sports Federation

Jul 2019 – Dec 2021

- Assisted in organizing e-sports events to promote sponsor visibility and engagement.
- Collaborated with the marketing team to develop promotional materials for sponsors.
- Supported logistics management for events to ensure successful execution.
- Engaged with the gaming community to promote sponsorship initiatives.
- Conducted feedback sessions with sponsors to improve future collaborations.
- Tracked sponsorship performance and provided insights for improvement.

SKILLS

Sponsorship Coordination

Market Research

Event Management

Communication

Relationship Building

Data Analysis

EDUCATION

Bachelor of Arts in Sports Management

2015 – 2019

University of Florida

ACHIEVEMENTS

- Increased sponsorship deal closures by 30% through targeted outreach.
- Recognized for exceptional performance in event coordination at the International E-Sports Conference 2023.
- Successfully developed a new sponsorship program that attracted diverse partners.

LANGUAGES

English

Spanish

French