



MICHAEL ANDERSON

Sponsorship Manager

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SUMMARY

Dynamic and results-driven Sponsorship Brand Manager with over a decade of experience in developing and executing impactful sponsorship strategies that enhance brand visibility and drive revenue growth. Expertise in identifying strategic partnerships and leveraging market research to inform decision-making processes. Proven track record of cultivating relationships with key stakeholders and negotiating high-value sponsorship agreements.

WORK EXPERIENCE

Sponsorship Manager Global Sports Marketing Agency

Jan 2023 - Present

- Developed comprehensive sponsorship strategies resulting in a 30% increase in brand engagement.
- Negotiated contracts with major sports leagues, securing partnerships valued at over \$10 million.
- Managed a portfolio of sponsorships, overseeing execution and performance analysis.
- Collaborated with marketing teams to integrate sponsorships into broader campaigns.
- Conducted market research to identify emerging trends and potential sponsorship opportunities.
- Presented sponsorship proposals to executive leadership and key stakeholders.

Brand Partnership Specialist Leading Consumer Goods Company

Jan 2020 - Dec 2022

- Executed partnership agreements with top-tier brands, enhancing product visibility and market share.
 - Analyzed partnership performance metrics to refine strategies and improve ROI.
 - Developed engaging promotional materials to support sponsorship initiatives.
 - Coordinated cross-departmental teams to ensure alignment on brand objectives.
 - Facilitated workshops to educate teams on effective sponsorship activation.
 - Maintained relationships with brand ambassadors and influencers to amplify reach.
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EDUCATION

Master of Business Administration, Marketing, Harvard University

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Sponsorship Strategy, Brand Development, Negotiation, Market Analysis, Stakeholder Engagement, Event Management
- **Awards/Activities:** Successfully increased sponsorship revenue by 45% year-over-year.
- **Awards/Activities:** Awarded 'Best Sponsorship Campaign' by the National Marketing Association.
- **Awards/Activities:** Recognized for outstanding leadership in managing a multi-million dollar sponsorship portfolio.
- **Languages:** English, Spanish, French