



# WILLIAM PEREZ

## Licensing Manager

✉ support@qwikresume.com  
☎ (123) 456 7899  
📍 Los Angeles  
🌐 www.qwikresume.com

### PROFESSIONAL SUMMARY

Results-focused Licensing Manager with 5 years of experience in optimizing licensing operations and ensuring regulatory compliance. Proficient in negotiating contracts, managing stakeholder relationships, and implementing strategic initiatives that drive brand success. Eager to leverage expertise in licensing frameworks and innovative processes to contribute to organizational growth.

### WORK EXPERIENCE

#### Licensing Manager

WidgetWorks Inc.

📅 Feb / 2021-Ongoing

📍 Denver, CO

1. Evaluated and approved potential licensees to ensure alignment with brand values.
2. Monitored licensee performance, ensuring adherence to design and quality standards.
3. Acted as a brand ambassador, collaborating with legal teams to address trademark infringements.
4. Coordinated undercover operations to identify and eliminate counterfeit goods.
5. Maintained compliance with corporate brand standards across all licensing initiatives.
6. Managed departmental calendars, ensuring timely execution of key activities and deadlines.
7. Collaborated with cross-functional teams to develop strategies that enhance licensing processes.

#### Licensing Manager

Silver Lake Enterprises

📅 Feb / 2020-Feb / 2021

📍 Seattle, WA

1. Designed and executed targeted marketing strategies to boost product visibility and sales.
2. Directed the creation of promotional materials to support retail partnerships effectively.
3. Secured 118 NCAA collegiate licenses, expanding brand reach within the collegiate market.
4. Partnered with leading licensing agencies to represent major film studios and licensors.
5. Oversaw project management for licensing initiatives, ensuring efficient operational workflows.
6. Negotiated contracts with key clients, enhancing brand representation in retail spaces.

### EDUCATION

#### Bachelor of Business Administration

University of California

📅 Feb / 2019-Feb / 2020

📍 Denver, CO

Focused on marketing and management principles.

### SKILLS

#### Performance Metrics



#### Legal Knowledge



#### Product Development



#### Trend Analysis



#### Networking Skills



#### Crm Software



### INTERESTS

- 🤿 Scuba Diving    🎮 E-sports  
📖 Reading Fiction    🧩 Puzzle Solving

### STRENGTHS

- 📋 Stewardship    👥 Teamwork  
🔗 Tenacity    📊 Vision

### LANGUAGES



### ACHIEVEMENTS

- ★ Increased licensing revenue by 30% through effective negotiation of high-value contracts.
- ★ Successfully launched 15 new licensing agreements within a year, expanding brand presence.