

WILLIAM PEREZ

Licensing Manager



🔼 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

Feb / 2021-Ongoing

WidgetWorks Inc.

■ 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

Feb / 2020-Feb / 2021

Silver Lake Enterprises

耳 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

m Feb / 2019-Feb / 2020

University of California

耳 Denver, CO

Focused on marketing and management principles.

- (123) 456 7899
- Los Angeles
- www.qwikresume.com



SKILLS

Performance Metrics

Legal Knowledge

Product Development

Trend Analysis

Networking Skills

Crm Software



Scuba Diving

E-sports

🗪 Reading Fiction ខ Puzzle Solving

STRENGTHS

Stewardship

Teamwork

% Tenacity

Vision

LANGUAGES





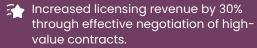


English

Swah<u>ili</u>

Mandarin

ACHIEVEMENTS



Successfully launched 15 new licensing agreements within a year, expanding brand presence.