



ETHAN MARTINEZ

Sponsorship Coordinator

PROFESSIONAL SUMMARY

Seasoned Sponsorship Coordinator with 7 years of experience in designing impactful sponsorship strategies and fostering valuable partnerships. Proven success in contract negotiations and maximizing sponsor engagement to enhance brand visibility and revenue. Committed to driving innovative sponsorship initiatives that resonate with target audiences and achieve organizational objectives.

WORK EXPERIENCE

Sponsorship Coordinator Jan / 2020-Ongoing
Maple Leaf Consulting Toronto, ON

1. Designed and executed sponsorship strategies that align with organizational goals.
2. Managed relationships with sponsors, ensuring their needs are met and expectations exceeded.
3. Coordinated and facilitated events to maximize sponsor visibility and engagement.
4. Collaborate with marketing teams to promote sponsorship opportunities.
5. Developed promotional materials and presentations for potential sponsors.
6. Analyzed sponsorship performance metrics to refine strategies and improve outcomes.
7. Collaborated with cross-functional teams to enhance marketing initiatives and brand presence.

Sponsorship Coordinator Jan / 2018-Jan / 2020
Summit Peak Industries Denver, CO

1. Secured sponsorships for annual events, increasing overall event revenue by 50%.
2. Executed marketing campaigns to promote sponsorship opportunities effectively.
3. Built and maintained strong relationships with key stakeholders and sponsors.
4. Conducted cold calls and follow-ups to cultivate new business opportunities.
5. Developed strategic partnerships that resulted in enhanced brand exposure

EDUCATION

Bachelor of Arts in Marketing Jan / 2016-Jan / 2018
University of California Phoenix, AZ
Focused on marketing strategies and brand management.

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SKILLS



INTERESTS

Scuba Diving E-sports
Reading Fiction Puzzle Solving

STRENGTHS

Stewardship Teamwork
Tenacity Vision

LANGUAGES



ACHIEVEMENTS

- Increased sponsorship revenue by 35% within one year through targeted outreach and strategic partnerships.
- Successfully negotiated and secured sponsorship agreements with major brands, resulting in enhanced event visibility.