

# Deepanshu Sharma

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## PROFILE

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A marketing and communications enthusiast with an MBA degree in Football Industries, having acquired skills in marketing and communications strategy, creative ideation, and partnership management, dedicated to reshaping the dynamics of brand-audience interaction across diverse platforms.

Experienced brand partnerships professional, having contributed expertise to teams in distinguished leagues such as the **Indian Super League (North East United FC, Atletico De Kolkata FC, FC Goa, & Kerela Blasters FC)**, the **Indian Premier League (Gujarat Titans, Mumbai Indians, Rajasthan Royals, and King's 11 Punjab)**, and the **Pro Kabaddi League**, effectively enhancing their sponsorship portfolios.

With a robust experience collaborating with diverse startups brings a strategic and thoughtful perspective. Entrepreneurial by nature, recognised as a passionate team player with a penchant for innovative ideas, capable of maintaining organisation amidst a dynamic atmosphere, effectively handling substantial workloads.

## EDUCATION

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09/2022 – **Football Industries MBA**  
11/2023 **University of Liverpool**

- Successfully Carried Out Project Recon – Simulation exercise strategising Tranmere Rovers FC 's Business Operations - Assessing the potential growth opportunities to boost sales via both online and offline fan engagement through various creatives
- Core Modules - Becoming a Football Executive, International Football Industry, Strategy and Organisation, Sports Operations Management, Marketing & Supply Chain, Football Economics and Analytics, International Business & the Global Environment, Football and Finance, Leadership, Management and Organisation

08/2012 – **MBA - Finance and International Business**  
09/2014 **Amity University**

- Core Modules – Financial Management, Marketing Management, Marketing Research, Management Functions and Behaviour, Business Laws, Strategic Management, Project Management and Control, Corporate Governance, International Business Environment

08/2007 – **Bachelor of Business Administration**  
08/2010 **Guru Gobind Singh Indraprastha University**

- Core Modules - Business Policy and strategy, Marketing Research, Marketing Management, International Business Management, Entrepreneurship, Business and Law, Marketing Communications

## SKILLS

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|---------------------------------------|--|--|
| • Sports Management                   | • Sports Partnerships                                      | • Sports Content Expertise                     |
| • Sports Marketing                    | • Partnerships Management & Partner Acquisition            | • Digital Strategy & Social Media Strategy     |
| • Project Management                  | • Problem-solving Abilities                                | • Partner Marketing Campaigns                  |
| • Brand Marketing & Communications    | • Proposal Presentations & Creative Strategy               | • Excellent Communication & Negotiation Skills |
| • Highly Motivated and Creative       | • Outstanding organisational and project management skills | • Strategic & Analytical Skills                |
| • Time Management & Leadership Skills | • Campaign Activation & Project Management                 | • Partner Activation Strategy                  |

## PROFESSIONAL EXPERIENCE

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- 11/2022 – present      **Stadium Traffic Management Ltd. & FGH Security**  
**Customer Service Steward**
- **Liverpool FC, Manchester United FC, Burnley FC, Chester Racecourse**
  - First POC for incidents requiring proactiveness, situational assessment, and conflict resolution
  - Minimising the likelihood & incidence of disorder through skilled & efficient communication
  - Spectator Safety & Crowd Management
  - Supervising the team for assistance with the circulation of spectators & post-match reporting
  - Internal communication & coordinating team efforts ensuring directives are met
- 04/2019 – 05/2021      **Experiential Experts**  
**Business Development Consultant**
- Designing bespoke technological solutions following client specifications thereby augmenting business opportunities
  - Managing the development, coordination, and execution of customised events
  - Conceiving and curating tailored tech solutions to meet client requirements
  - Piloting partner relations via collaborating with vendors and stakeholders to ensure seamless execution and project management of top-tier event experiences, with meticulous attention to budgets and outcomes
- 01/2018 – 02/2019      **Event Man App**  
**Head, Brand Communications & Business Development**
- Engaging in proactive communication with prospective clients regarding business offerings
  - Taking ownership of lead generation, client pitches, conversion, and onboarding processes
  - Overseeing the comprehensive planning, management, and execution of events
  - Dedicating efforts to client servicing and maintaining effective relationship management
- 12/2016 – 01/2018      **OnSpon.com**  
**Brand Partnerships Manager**
- Augmenting strategic partnerships by facilitating collaboration between organisers of prominent sports properties such as the Indian Premier League, the Indian Super League, and the Pro Kabaddi League, together with events like College Fests, Award Shows, B2B Conclaves, Concerts, CXO Power Breakfast, and suitable brands for sponsorship leverage
  - Served as the primary point of contact for client inquiries, requests, and support needs. A key team member in supporting the sponsorship framework and subsequent sales process through developing brilliant creatives for brands. Identifying and securing new partnership opportunities
  - Developing relationships with key partner personnel and ensuring contractual delivery of rights & deliverables (ATL, BTL & TTL), thereby supporting and coordinating activations whilst assisting with integrated advertising and communications campaigns. Presenting ideas through clear articulation of strategy, treatments, scripts, and overall plans
  - assisting in design and flow of business proposals and delivering business pitches, ensuring alignment on client needs and deliverables, subsequently handling sponsorship contracts and rights packages
  - Establishing and cultivating robust relationships within the industry and among various stakeholders
  - Collaborating seamlessly with both internal and external stakeholders to identify distinctive opportunities that align with clients' campaign strategy, business and brand objectives, all while meticulously managing budgets and tracking results, administering partner campaigns from initiation to delivery
  - Guiding brands and intellectual properties (IPs) through the entire lifecycle, encompassing tasks such as contract negotiation, deal valuation, assessment of marketing collateral, and overseeing the execution and fulfilment of sponsor obligations
  - Ensuring effective & efficient communication among all invested parties
  - **Achievements -**
    - a) Won the company strategic deals generating revenue worth INR 10 million
    - b) Supervised the launch of Lamborghini Aventador in partnership with Amex as the principal sponsor
    - c) Led a 35% increase in enrolments in event marketing avenues on the company website