

## **BEN WALSH**

Apartment 6, 271 Wimbledon Park Road SW19 6NW  
Mobile: 07468487521 Email: benwalsh0@gmail.com

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As a dynamic and strategic senior partnerships manager specialising in commercial partnerships within sports and hospitality sectors, I excel in delivering impactful sponsorships that drive revenue and foster long-lasting relationships. I am passionate about developing innovative branding solutions that drive growth and build strong partnerships with clients and rights holders. I am seeking a challenging new role where I can leverage my expertise across partnerships and sport to drive long-term results on an international scale.

### **Core Skills**

- Project management
- Client services
- Strategy development
- Communication
- Critical thinking
- Presentation / Pitch development

### **Employment**

#### **August 2023 - Present: Guild Esports (Esports Organisation)**

##### **Senior Partnership Manager (Promoted from Partnership Manager - Dec 2023)**

- Day-to-day lead on Guild Esports's principle partner, Sky Broadband, ensuring all contractual rights are delivered in a timely manner and to the highest standard
- Support with the management for tier-two partners including hummel, Fanatec and Secretlab
- Oversaw the management of partnership deliverables utilising Guild Esports co-owner, David Beckham, as part of Sky Broadband's 'Play Like A Pro' TV campaign, obtaining 380m impressions across the UK
- Led the planning and delivery of Sky Broadband's 'Sky City' activation, launching the brand into Fortnite with a custom creator map played by 140K+ gamers worldwide
- Worked with EA on the induction of Guild Esports into FC24, where over 2.7m players globally have unlocked the team's jersey via 'Ultimate Team' since launch
- Managed the delivery of partner ticket allocations, both for UK and international tournaments
- Maintain and communicate up-to-date partner inventory across various platforms and channels, ensuring partnerships are adhering to predetermined KPI's
- Responsible for the delivery of new business to the value of £860k in revenue
- Lead on the development and presentation of new partnership proposals to prospective and existing partners
- Responsible for the development of econometric reports, showcasing campaign performance against agreed KPIs
- Facilitate contracted appearances with professional players and content creators in coordination with content & performance teams.

#### **April 2021 - August 2023: brand brewery (Marketing Agency)**

##### **Account Manager**

- Acting as the main point of contact for DHL Express global, taking responsibility for the management of international campaigns from brief to delivery
- Responsible for activating partnerships on behalf of DHL Express, including Manchester United, Leicester City and the British & Irish Lions
- Project manage internal and external teams, such as design, content, media planning, operations, ensuring proposals are executed on time and to a high standard
- Managed DHL's annual Shirt Delivery campaign, in partnership with Manchester United, which achieved 1.2m interactions and over 127k entries as part of a three-week competition

- Support the creation and scheduling of content before, during and after campaigns such as social, promotional adverts and paid-for media
- Oversee the briefing of editorial and design materials, ensuring quality control throughout the process and ensuring brand guidelines are adhered to
- Develop new partnership opportunities for clients, from initial research to partnership negotiation, including Jamie Chadwick and the National History Museum

#### **April 2019 – April 2021: Magnify Marketing (Sports Marketing agency)**

##### **Marketing Executive**

- Responsible for planning and delivering marketing campaigns across the client-base, with a focus on major sporting events such as the Premier League, Six Nations, NFL and more
- Liaise with external stakeholders, including Budweiser and Mastercard, to secure sporting talent for key campaigns including the Women's World Cup 2019 and Rugby World Cup 2019
- Delivered successful marketing campaigns, such as Mitchell & Butlers Women's World Cup 2019 campaign which achieved a sales uplift of 60% and amplified the reputation of women's sport in the hospitality sector
- Act as the primary point of contact for clients and lead on status meetings, ensuring agendas are written and distributed ahead of time and minutes shared accordingly

#### **June 2017 – April 2019: Harvard (Technology PR agency)**

##### **Account Executive**

- Delivered day-to-day client services and a high quality of media communications for technology clients such as Salesforce, Cisco, Workplace by Facebook and Veeam, amongst others
- Compile data detailing coverage figures across EMEA, analyse and feedback to the client in the form of a monthly report
- Developed and maintained relationships with influential media in the technology industry
- Improved my written and spoken communication through press releases, content creation and meetings with senior clients and journalists

##### **Education**

- 2013-2017 University of the West of England
- BA (Hons.) Marketing First Class Honours
- 2006-2013 Market Drayton Grove College/School
- A-Levels: Geography (B), Business (C), Economics (D) GCSE: 12 A – C