

# **Lillian Ye**

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Eventbrite  
304 S Broadway  
Los Angeles, CA 90013

Dear Hiring Manager,

I am a graduate of the University of Southern California, where I studied Business Administration with a minor in Applied Analytics. With a strong background in sales strategy and a passion for creating impactful partnerships, I am eager to contribute to Eventbrite's mission of connecting people through live events. My experience in global media, esports, and financial services equips me with the versatility and strategic insight to thrive in the Brand Partnerships Manager role.

At Warner Bros. Discovery, I didn't just analyze box office data; I transformed it into actionable insights that informed distribution strategies across 80 international markets. This experience underscored for me the power of precision and foresight in creating partnerships that are not only profitable but also resonant with diverse audiences. I envision applying this approach at Eventbrite to craft partnerships that are deeply aligned with both brand identities and the unique vibrancy of live events.

During my tenure at Team SoloMid, I spearheaded the design of seven-figure sponsorship packages and led cross-functional collaborations that brought ambitious brand campaigns to life. I learned that the most successful partnerships are those that seamlessly integrate brand narratives into the fabric of the event experience, enhancing engagement without disrupting it. My goal at Eventbrite would be to foster such seamless integrations, ensuring that every partnership feels natural and elevates the overall event.

Moreover, my passion for live events fuels my belief that the future of brand partnerships lies in their ability to create memorable, shared experiences. As someone who thrives on innovation, I am eager to explore how emerging technologies, such as personalized marketing, can be harnessed to redefine what's possible in the realm of event sponsorships. I aim to develop partnerships that not only meet but anticipate market trends and audience preferences.

Eventbrite's commitment to empowering connections through live experiences is inspiring, and I am eager to contribute to this vision. By building strategic, value-driven partnerships, I hope to enhance Eventbrite's offerings and help forge deeper connections between brands and audiences.

Thank you for considering my application. I look forward to the opportunity to discuss how my vision and experiences align with Eventbrite's ambitious goals for the future of brand partnerships.

Best Regards,  
Lillian Ye