

# Margaret Head

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**Professional Objective:** My goal is to contribute my leadership, drive, strategic marketing communication and client service expertise with a dynamic, growth-oriented organization.

## EXPERIENCE

### **Impression Sports and Entertainment (owned by Fox Sports/ Home Team Sports), Denver, CO - Director of Client Services**

June 2016 - PRESENT

- Assist and manage in all facets of the company's business including sales prospecting, sales support, client and vendor management and more
- Manage client relationships, process, transfer of information, and more for clients including USC Athletics, Fox Sports, SeaWorld, Chip Ganassi Racing, Orlando City Soccer Club etc.
- Create new business proposals, overview and proposal marketing decks through Adobe Photoshop and InDesign
- Assist and manage evaluation process of marketing assets with third party and communicate strategy to client on best approach to market
- Responsible for administration tasks including creating and sending invoice, managing new hire process and interviews, etc.

### **The Marketing Arm, Chicago, IL - Consulting Specialist**

May 2014 – June 2016

- Increased TMA involvement with AT&T Wi-Fi business through creative and innovative deployment of resources.
- Strategically planned, managed, executed and tracked AT&T sponsorship agreements.
  - Ohio State University, Baltimore Orioles, Philadelphia Phillies, Pittsburgh Steelers and more.
- Managed all client status reporting, change tracking and approvals.
- Assisted in the quantitative evaluation, recommendation and negotiation for new sponsorships.
- Performed competitive research and measurement insight for new AT&T business leads.
- Developed competitive research and strategy for MLS properties and Mexican soccer opportunities.

### **The Marketing Arm, Chicago, IL - Associate Consulting Specialist**

September 2013 - May 2014

- Supported AT&T Wi-Fi deploying temporary Wi-Fi solutions at annual events
  - Coordinated and oversaw process logistics resulting in smooth and successful events.
  - Drafted and submitted Site License agreements.
  - Managed client relationships and communication between AT&T and event promoters such as: SXSW, Boston Marathon, Quicken Loans National, Circuit of the Americas-F1 Grand Prix

### **BPS Marketing, Indianapolis, IN - Marketing Intern**

January 2013 - May 2013

- Prepared RFPs for Indianapolis media outlets and assisted with media buying for Flower and Patio Show and the Dayton Home and Garden Show.
- Created sponsorship proposals and developed new marketing campaigns for Marion County Fair.
- Managed social media (Facebook and Twitter) for the Marion County Fair

## EDUCATION

**General Assembly, Denver, CO - Front End Web Development**

April 2017 - June 2017

**Butler University, Indianapolis, IN - B.A. Public Relations & Advertising, Minor in Business Marketing**

September 2009 - May 2013

**Universidad Autonoma de Barcelona, Barcelona, Spain - International Business**

January 2012 - May 2012

## AWARDS and INVOLVEMENT

**Munich Personal RePEc Archive**, Published Research Case Study Published "Scotch Whiskey in Thailand. Strategic Implications of International Alliances and Product Adaptations."

## SKILLS

Brand Strategy, Market Research, Competitive Analysis, Client Services, Account Management, Sponsorship, CSS, HTML

**Programs:** Microsoft Word, Excel, Outlook, PowerPoint, Conxport Software, Emma Email Marketing, Adobe Photoshop and InDesign, Sublime Text, GitHub, Squarespace

**Personality:** Driven, versatile, organized, positive, self-motivated, easily adaptable