

Dan Gorman

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EDUCATION

AMERICAN UNIVERSITY, Kogod School of Business, Washington, DC

Master of Business Administration, GPA: 3.67

Graduation May 2019

- Kogod Merit Scholarship (all four semesters)
- Digital Marketing Manager, Kogod Women In Business Club
- Founder and Co-President, Digital Strategy and Innovation Club (launching Spring 2018)

SYRACUSE UNIVERSITY, David B. Falk College of Sport and Human Dynamics, Syracuse, NY

B.S. Sport Management, Information Management and Technology Minor, GPA: 3.74

May 2015

- Dean's Scholar, Dean's List, Director's Honor Roll, Director's Academic Achievement Award
 - Olympic Odyssey Study Abroad (academic), Los Angeles Immersion (networking), Israel Birthright (culture)
 - President, SU Sport Management Club (2013-2014)
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ENTERTAINMENT AND DIGITAL MARKETING EXPERIENCE

Sponsorship Strategies Associate, MKTG (division of Dentsu Aegis Network), Westport, CT July 2015 – July 2017

Promotions: Trainee to Coordinator in January 2016; Coordinator to Associate in June 2017

- Supported MKTG clients AT&T, Liberty Mutual, Hitachi, and Discover across activation of existing partnerships (e.g., NCAA Men's Final Four, Austin City Limits Music Festival, ACL Live at the Moody Theater, CMA Music Festival) and evaluation of new strategic partnership opportunities, while routinely interfacing with brand clients at the Vice President, Director, and Manager levels
- Developed and executed 360-degree programs consisting of digital, social, PR, and on-site experiential extensions to assist brands in leveraging their entertainment sponsorships against defined key performance indicators (KPIs)
- Built social listening reports to showcase MKTG's expertise in the digital space for new business pitches, and strategically identified, negotiated, executed, and recapped social influencer campaigns for clients (e.g., Toyota)
- Active member of the MKTG corporate social responsibility team, including a leading role in local St. Baldrick's cancer research fundraiser (team raised \$5,000)

Corporate Partnerships Intern, Kansas City Chiefs (NFL), Kansas City, MO

January 2015 – May 2015

- Pursued \$300K-\$1M prospects with ties to Kansas City or football (e.g., Dunkin' Donuts, FanDuel) and created proposals, to substantially increase revenue for the team
- Presented sponsorship industry profiles at weekly meetings with the Corporate Partnerships Team, to positively impact the department by providing up-to-date industry trends and stimulate creative thinking

Fan Services Intern, Philadelphia Union (MLS), Chester, PA

May 2014 – August 2014

- Achieved top seller in the intern sales contest by a 125% margin
- Executed 10 partnership activation events for Chipotle, Toyota, Xfinity, and Independence Blue Cross

Marketing Intern, Front Row Marketing Services, Philadelphia, PA

May 2013 – August 2013

- Produced 40-page market research document on viability of potential clients in Rostov-on-Don, Russia

MLB.com College Challenge, Syracuse, NY

November 2012

- As part of a team, developed MLB-focused game over 24-hour period and pitched idea to MLB.com executives

Marketing Intern, Philadelphia Freedoms (WTT), Villanova, PA

May 2012 – August 2012

- Coordinated Facebook and Google advertising initiatives, which garnered 4.5 million impressions
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TECHNICAL SKILLS AND PUBLICATION

Digital:

Crimson Hexagon, Sysomos, Spredfast, Facebook Business, Twitter Ads

Market Research:

Salesforce, Google AdWords, Scarborough, Hoovers, SBJ Resource Guide

Creative:

Adobe Photoshop, Microsoft Office (PowerPoint, Excel, Outlook), Project Management

Publication:

Contributing digital media writer at [The Sponsorship Space](#)