

# DANA LEAVY-DETRICK

Brooklyn, NY | **P:** (123) 456-7890 | **E:** hello@brooklynresumestudio.com | **W:** linkedin.com/in/danaleavy

- Extensive background fostering brand partnerships through sales, business development, and relationship building.
- Deep network of industry relationships within the arts, music, entertainment, technology, and publishing spaces.
- Proven ability to adapt to new industries and cultivate immediate connections with partners, influencers, and brands.
- Excel at partnering with challenging personalities and high-level decision makers to drive mutual value.

## CORE SKILLS

Sales & Business Development | Corporate Partnerships | Brand Sponsorships | Integrated Marketing Programs  
Relationship Building | Client Relations | Contract Negotiation | Budget Management | Team Leadership

## EXPERIENCE

**COMPANY XZY** | New York, NY

Vice President, Marketing & Partnerships

May 2016 – Present

Director, Strategic Partnerships

Oct 2013 – May 2016

Brought on to establish and grow the partnerships function for a non-profit trade organization comprised of over 500 food and beverage industry professionals. Accountable for creation of multimillion-dollar partnership activations and program sponsorships with emphasis on supporting emerging talent and sustainable manufacturing processes.

- Assembled a dedicated team, defined program offerings (traditional, retail, custom partnerships, innovation funds), and developed targeted list of prospective brands across categories.
- Establish and maintain long-term relationships to close deals ranging between \$500K to \$2M per partner.
- Accountable for \$15M in annual partnership revenue; increased revenue from new partners by 48% over tenure.
- Lead a team of 5 in translating partners' needs into high-impact strategies, programs, and sponsorship opportunities.
- Own the partnerships, business development, and fundraising functions including sponsorships for signature events.

**COMPANY CONFIDENTIAL** | New York, NY

Senior Director, Integrated Marketing

July 2009 – Sept 2013

Head of the marketing department for a luxury publication distributed to over 2M global subscribers. Led a team in ideating partnerships, sponsorship opportunities, and member-exclusive experiences for advertisers in music, art, and fashion. Developed custom 360 programs (events, in-book, editorials) from concept through delivery.

- Partnered with luxury automotive brand to produce a national event series to support the brand's first product launch in years; executed exclusive musical, art, and fashion experiences in 3 US cities, overseeing all aspects of budget, timeline, marketing assets, and event production.
- Secured \$1M+ in partnership revenue to produce a year-long custom editorial series (in-book, digital) culminating in a 10-day exclusive luxury travel experience for top-tier members.

**COMPANY ABC** | New York, NY

Senior Merchandising & Promotions Manager – *Brand Confidential*

Jan 2007 – July 2009

Merchandising Manager – *Brand Confidential*

June 2005 – Jan 2007

Held multiple roles in charge of developing custom programs for luxury advertising partners across men's, women's, travel, and home brands. Established partnerships with global brands in music, lifestyle, food, and sports to drive advertising revenue and brand awareness.

*Earlier Experience: Marketing Manager – COMPANY 123 and Marketing Coordinator – COMPANY ABC (2003 – 2005).*

## EDUCATION

BA, Marketing | BOSTON UNIVERSITY | Boston, MA