

# Samantha K Clark

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## Experience

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### **The Broadmoor World Arena – Colorado Springs, Colorado**

*October 2021 to Present*

#### Marketing and Partnerships Manager

- Cultivating and implementing sales and marketing strategies to increase partnership sales.
- Working with national promoters to implement strategic marketing plans to promote upcoming shows and events between two venues.
- Managing annual sponsorship sales budgets and providing projected sales.
- Soliciting new corporate partnership relationships through prospecting and networking.
- Maintaining existing corporate partnership engagement through designing, writing and editing quarterly Partnership Newsletter and various other touch points.
- Managing the production and installation of contract elements.
- Managing private corporate partner events.
- Procuring and distributing venue talent gifts.

### **Living Sport – Tampa, Florida**

*December 2020 to February 2021*

#### Digital Media and Event Operations Assistant

- Created digital content for corporate Instagram, TikTok and LinkedIn pages.
- Collaborated with the Super Bowl LV Host Committee and Populous on pre-week and game day activations at Raymond James Stadium serving over 25,000 fans.
- Responsible for execution of Super Bowl LV events planned during COVID-19.
- Assisted the Super Bowl Host Committee's private VIP parties for high-level Super Bowl LV partners.

### **USA Swimming**

*May 2019 to February 2020*

#### Partnership Marketing Coordinator

- Coordinated and assisted in the execution of all partnership marketing strategies and initiatives for 28 partners and suppliers.
- Supported the integration of partners into USA Swimming and USA Swimming Foundation programs.
- Assisted in preparation of year-end recaps to 28 partners and suppliers.
- Managed partner engagement within the Deck Pass Perks program.
- Tracked royalties for sales on partners and licensees.
- Tracked value in kind usage for partners of approximately \$60k.
- Assisted with preparation of all sponsored event activations and deliverables leading up to Championship Series events.
- Assisted in pre-event communication and post-event reporting to partners.

### **Olympia Entertainment (Detroit Red Wings)**

*February 2018 to April 2019*

#### Marketing Assistant

- Assisted in the implementation of marketing campaigns for the Detroit Red Wings, College Hockey in the D, College Basketball and other special events.
- Worked with Media Manager and media partners to develop and execute media promotions, fulfilling tickets and prizing for on-air contests of 10 radio and TV partners.
- Served as the primary contact for all remote broadcasts and promotional appearances by radio stations.
- Wrote and trafficked promotional drop-ins for Red Wings TV and 97.1, The Ticket, radio broadcasts.
- Assisted Marketing Account Manager with creative request process and design of new request system.
- Maintained media invoice binders, submitted purchase requisitions, and assisted with additional administrative duties.

### **Cavaliers Holdings LLC (Cleveland Cavaliers, Cleveland Monsters, Cleveland Gladiators)**

*April 2016 to February 2018*

#### Promotional Team Member

- Assisted with the implementation of fan experience activities including face painting, sign making, hair painting, and social media zone for 20k fans per event.
- Managed customer service interactions by directing fans to areas of interest and answering general questions about arena policies.
- Assisted in the activation of Sponsorship initiatives for Sponsors such as Bud Light, the Ohio Lottery and Goodyear.