

BRANDON BROADUS

Partnership Strategist

EDUCATION

Bachelor of Science | Sports Marketing + Management

Indiana University, Bloomington, IN | Graduated in May 2016

PROFESSIONAL EXPERIENCE

Portland Trail Blazers | Portland, OR

Partnership Strategist | October 2021 - Present

- Create new, innovative, and impactful opportunities for partners and fans based on data and consumer insights
- Research and understand partner objectives to develop integrated campaigns and business solutions
- Develop effective and efficient media and omnichannel strategies with an emphasis on digital media
- Educate and inform internal team and clients on new innovative strategies, formats, and platforms across digital through presentations and one-sheeters
- Collaborate with the sales team to create new assets for renewal, upsell, and new business opportunities
- Highlight team and partner success with case studies that showcase successful strategic execution

Portland Trail Blazers | Portland, OR

Branded Content Specialist | January 2020 - September 2021

- Worked cross-functionally with content, digital marketing, business analytics, and corporate partnerships to build, execute, and measure digital campaigns and branded content
- Streamlined the process of ideating, creating, and reporting co-branded paid campaigns for partners
- Assisted in the evolution of content based around partner objectives and current trends in the digital space
- Informed key partners about updates, opportunities, and regulations for use on content distribution channels
- Developed branded content framework to optimize performance and creative for partners

Wieden + Kennedy | Portland, OR

Media Planner: KFC + Turbo Tax | August 2016 - December 2019

- Oversaw digital campaigns and identified macro trends to implement in future windows
- Collaborated with the strategy team to develop growth opportunities and ways to increase foot traffic and sales
- Worked alongside Creative Directors in conception and execution of branded content activations
- Analyzed ad spend data to identify competitor trends within QSRs on a quarterly basis to the client
- Worked in several media tools/products including: AdWords, DoubleClick, Comscore, and MRI Surveytime
- Managed a team of planners and assistant media planners on the strategy and execution of online video and full episode player (FEP) campaigns

ONLINE CERTIFICATIONS

Twitter | Launch and Connect Badge, Flight School Badge

Google | Ad Video Certification

HubSpot Academy | Content Marketing

Snapchat | Essentials Certification, E-Commerce Essentials

LinkedIn | Marketing Solutions Fundamentals

AWARDS + ACTIVITIES

Sports Business Journal 30 under 30 • Nominee | 2021

Youth Empowerment Project • Panelist | 2021

Portland Workforce Alliance • Panelist | 2021

Webby Social Impact Award • Nominee | 2018

Multicultural Advertising Internship Program • Mentor/Coach | 2018, 2017

4 A's Multicultural Advertising Internship Program Resident | 2016, 2015