

ALLISON PULIDO

Partnership Specialist

Thoughtful, detail orientated, self-starter with 3+ years of partnership success management. A performance-orientated leader with organized nature and critical problem-solving approach.

EXPERIENCE

PARTNERSHIP SPECIALIST

Sports Basement | Nov 2017 - Nov 2020

- Successful acquisition of new clients resulted in an additional \$1.3M in annual revenue.
- Conducted client research to identify new opportunities for growth
- Created annual partnership agreements with mutually beneficial terms
- Lead the Corporate Partnership initiative and rollout of materials to ensure team success
- Built collaborative cross-functional relationships across multiple teams
- Produced engaging fundraising events with NGOs using content messaging to drive and grow engagement year over year

FM TEAM SALES COORDINATOR

Cumulus Media | Jul 2015 - Nov 2017

- Collaborated with account executives on pitches, presentations, and campaigns that supported \$11M+ in revenue
- Supported a team of 10 Account Executives to achieve sales goal and client retention
- Maintained radio station marketing materials to portray brand identity for external communications
- Relayed key information between clients and internal teams to synchronize campaign visions

CONTINUITY COORDINATOR

Cumulus Media | Jul 2014 - Jul 2015

- Reviewed advertising materials to confirm accuracy of advertising product placement
- Facilitated the launch of updates to media management software for nine stations
- Implemented new system for the sales team that streamlined the client to production process

ampulido09@gmail.com

(707) 205-7405

linkedin.com/in/allison-pulido

Oakland

SKILLS

Client Relations
Partnership Development
Brand Strategy
NGO Partnerships
Corporate Partnerships
Project Management
Business Development
Pipeline Strategy
Customer Service
Marketing
Copper CRM
Asana
Microsoft Suite
Google Suite
Digital Media

EDUCATION

BACHELOR OF ARTS

San Francisco State University

Broadcasting Communication Arts

MINOR

SFSU

Human Geography

NUTRITION CERTIFICATE

Udemy

Jul 2020