

WILL NORTON
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Summary Description: Passionate, experienced, award-winning sports marketing professional with a mix of integrated agency experience, diverse client and property sponsorship exposure, & MBA education.

EDUCATION

University of Massachusetts, Isenberg School of Management Amherst, MA

Master of Business Administration (MBA) & Master of Science in Sport Management (MS); 2012

- Awarded Graduate Teaching Assistantship 2010-2012: Mark McCormack Sports Management Dept.
- Market Research Analyst: Boston Red Sox Fan Perception Study
- Practicum Business Consultant: United States Bowling Congress Tournament Analysis

The College of Wooster

Wooster, OH

Bachelor of Arts, Political Science/International Relations; 2006

- Academic Achievement Scholarship '02-'06; Senior Independent Study Departmental Honors

PROFESSIONAL EXPERIENCE

Lecturer/Consultant: Isenberg School of Management

Sept '15 - Present

University of Massachusetts Amherst / Mark H. McCormack Department of Sport Management

- Academic faculty member at #1 ranked Sports Management department worldwide
- Primary areas of study: Sports Analytics, Sport & New Media, Pro Sport Industries
- Wrote, researched, and developed HBS case study submission spotlighting sport sales promotion
- Sourced and serviced clients such as Under Armour, Bank of America as faculty advisor for MBA practicum consulting projects
- Faculty chair for Advanced Statistics in Sports Club

Integrated Marketing & Brand Sponsorship Specialist

Jul '12 - Aug '15

Epsilon, Wilton, CT [www.epsilon.com]

Management Supervisor (Feb '15 - Aug '15)

- Management duties across 3 key agency accounts: Nestle Waters North America, Organic Valley, Benjamin Moore
- Devised and managed agency strategy for \$6M+ sponsorship portfolio on Nestle Waters business: ROI measurement, contract negotiations, client management, year-over-year improvement goals
- Balanced account revenue goals, financial forecasting, and new business development targets
- Responsible for ideation, sell through, and execution of integrated marketing campaigns across a range of various disciplines: digital, out of home, shopper, experiential/grassroots, consumer promotions, cause-related, events
- Managed brand leads and key clients to deliver integrated and insightful communication strategies in support of all major marketing initiatives
- Actively managed 3-5 direct reports, delegating cross-functional tasks and reporting upwards to senior management team

Account Supervisor (Jan '14 - Feb '15)

- Account lead for award-winning CRM campaign: Poland Spring's 2014 Boston Marathon partnership with The One Fund Boston (*Chief Marketer* GOLD award)
- Responsible for management, measurement, and activation of Nestle Waters' sponsorship portfolio, including partnerships with the Boston Red Sox, New York Yankees, Texas Rangers, New York City Marathon, Boston Marathon, LA Marathon, The One Fund, Universal Studios Orlando/Hollywood
- Agency-lead for all sponsorship contract renewals, negotiations, measurement, ROI analysis, and research initiatives

Account Executive (Jul '12 – Dec '13)

- Sponsorship lead overseeing brand partnership activations, execution of media deliverables, timing of on-site communications, and post-event measurement and ROI analysis.
- Assisted with consumer promotions and retail-focused project support for Nestle Waters sales and field marketing teams

Corporate Partnerships & Business Development Associate**May '11- Sept '11****Boston Celtics, Boston, MA [www.celtics.com]**

- Built creative new business, and renewal, sponsorship programs for internal sales team, aligning property and brand marketing objectives
- Conducted targeted business development outreach to a range of prospective corporate sponsors
- Responsible for departmental research initiatives, and communication, via Scarborough Database
- Calculated signage valuation for sponsorship department metrics & activated select partnership programs in Boston DMA

Operations Data Analyst/Statistician**April '07- August '10****STATS LLC, Chicago, IL [www.stats.com]**

- Statistician and lead analyst delivering best-in-class data management across a range of media and sports/information properties
- Assisted Sales & Marketing Department with development and presentation of new data-centric initiatives for teams and media clients at 2008 and 2009 Baseball Winter Meetings
- Major League Baseball Video Scout: Responsible for game data collection, analysis, and software formatting for assigned MLB games
- National Football League Reporter: Responsible for NFL data formation and schematic analysis
- Managed testing and implementation of STATS' new software buildouts with STATS' India team

SKILLS

- Proficient with Microsoft Office tools, Qualtrics Enterprise Survey Software
- Experience with CPG brand building exercises and ad campaign development
- Collaborative team player with excellent people skills and very approachable management style
- Analytical writing, public speaking and presentation skills a distinct strength