

Allison Pulido

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Strategic Partnership Manager

A dedicated, focused, and driven leader with an illustrative portfolio showing my consistent success building relationships with key business partners to drive marketing and sales goals for high-value corporations. Able to plan cooperative initiatives between multiple parties that promote cohesive company growth. Well versed in directing teams to success by executing exceptional campaigns.

Core Competencies

Brand Marketing	Public Speaking	Innovative Events
Business Development	Client Relations & Retention	Social Media Platforms
Strategic Partnerships	Customer Service	Online Marketing
Event Planning & Implementation	Interpersonal Communication	Community Engagement

Professional Experience

SPORTS BASEMENT – San Francisco, CA November 2017–Present

Community Engagement and Partnership Marketing Manager

Worked closely with corporate partners to collaborate on in-house and off-site events to attract clients and drive revenue. Build new partnerships across numerous related industries that allow the store to branch out into unique events that expand demographic reach. Conduct client research to identify new opportunities for partnerships. Managed close knit alliances with corporate, club, and NGO partners through the company's Basementeer program. Use social media and digital marketing to grow online visibility.

Key Accomplishments:

- Successful acquisition of new partners resulted in an additional \$1.3M in annual revenue.
- Planned and expanded annual BrewFest event spanning 7 locations and requiring coordination for 20+ vendors.

CUMULUS MEDIA – San Francisco, CA June 2014–November 2017

FM Account Team Media Coordinator (July 2015–Nov. 2017)

Updated the radio station marketing materials for accurate portrayals of brand identity for external communications. Collaborated with account executives on pitches, presentations, and campaigns that supported \$11M+ in revenue. Relay key information between clients and internal teams to synchronize campaign visions. Maintained the social media database.

Key Accomplishments:

- Supported a team of 10 Account Executives to achieve sales goal and client retention.

Continuity Coordinator (June 2014–July 2015)

Reviewed advertising materials to confirm accuracy in the placement of advertising products. Coordinated communication between teams and gathered key material for analysis and reporting. Launched updates to media management software for nine stations.

Key Accomplishments:

- Implemented new system for the sales team that streamlined the client to production process.

Technical Skills

Instagram • TikTok • Facebook • Snapchat • Copper CRM • Mailchimp • Microsoft Office Suite • G Suite

Education & Certifications

Diploma Certificate in Nutrition, Udemy (2020)

Bachelor of Arts in Broadcasting Communication Arts (Minor: Human Geography), San Francisco State University (2014)