




ZACHARY BROWN

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EXPERIENCE

Brand Partnerships Coordinator
TSN - The Sports Network (Bell Media)

March 2024 - Pres.

- Manage weekly traffic instructions for partner media platforms on the network.
- Track project success metrics and construct the development of post-campaign reports.
- Develop effective sales go-to-market strategies for all clients across TSN's major properties.
- Support with the marketing and development for TSN's various platforms, such as TSN+ and TSN Radio.

OBL Scheduling Assistant
Ontario Basketball Association

September 2023 - March 2024

- Maintaining the schedule of OBL leagues for each age group, ensuring that all games are being ran accordingly
- Update website and scoresheets to accurately reflect each game played, along with posting schedules for following games
- Confirm team attendance for weekends, along with ensuring that each game has referees and score officials

Brand Partnerships Intern
TSN - The Sports Network (Bell Media)

May - September 2023

- Assist the partnership teams with research, data, and insight into the current market for potential partners.
- Support the development of presentations for partner meetings and pitches.
- Track partnership progression and metrics to ensure the goals of TSN are aligned with clients.

Brand Marketing Intern
Maple Leaf Sports & Entertainment Partnership

September - December 2022

- Work with Toronto's major sports teams to update branding, ensuring the theme is aligned with MLSE goals.
- Support the execution of various marketing campaigns across all 4 major teams.
- Served as project lead for both Toronto Raptors & Toronto Maple Leafs yearbook, which generated over \$100k in revenue
- Provide communication support with external stakeholders including agencies, partners, and suppliers.

Sales Associate
Nike Retailors Sports

September 2018 - June 2020

- Greet customers as they enter the store and assist them in finding the products they're looking for, provide recommendations.
- Assist with receiving shipments, checking in merchandise, and accurately updating inventory records.
- Process transactions accurately and efficiently using point-of-sale (POS) systems.

SKILLS

- Advanced knowledge of Microsoft Office applications
- Troubleshooting and problem solving
- Excellent organizational skills
- Strong interpersonal and communication skills
- Bilingual in French, English
- Strong Customer Service skills
- Excellent team player, motivator, and self-starter
- Knowledgeable in the sports ecosystem

EDUCATION

Bachelor of Arts - Business Economics (Marketing Minor)
York University - Keele Campus Toronto, ON

September 2020 - April 2024

- Partnerships & Events Executive - York Sports Council
- Relevant Coursework: Marketing, B2B Intelligence & Decision Making, The Global Economy, Business and Society

VOLUNTEER EXPERIENCE

Game Crew
Ontario Basketball

January 2023- May 2023

- Scorekeeper for the OSBA Provincial Championships, as well as throughout the regular season.

Marketing & Sponsorships Assistant
Canada Basketball

June 2022 - July 2022

- Support the Marketing team with pre-game setup and post-game take down
- Collaborate with tournament sponsors, such as Gatorade, to ensure activations are orchestrated successfully.