

# JAKE ZIMMERMAN

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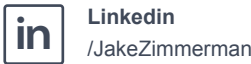
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## PROFILE STATEMENT

Marketing and partnerships professional with 8+ years of experience in digital media, live events, and brand strategy. Skilled in building sponsorships, managing campaigns, and driving growth for brands like Rolling Loud, Live Nation, TikTok Music, and Red Rocks Amphitheater. Passionate about connecting audiences through creative, data-driven marketing and media innovation.

## SOCIAL



## SKILLS

- Account Management
- Client Retention
- Sponsorship Development
- Partnership Development
- CRM Systems (Salesforce, HubSpot)
- Cross-Functional Coordination
- Proficient in MS Office
- Proficient in Google Suite
- Digital Ads (Meta, Google, YouTube, Spotify)
- Live Event Marketing
- Artist Relations
- Talent Partnerships
- Task Management Systems
- Budgeting & Forecasting

## EDUCATION

### Environmental Science - Bachelors of A&S

University of Colorado, Boulder

- Coursework in marketing, business management, and communications through the Leeds School of Business
- Active in Student Government
- Sponsor Outreach with NCAA

## WORK EXPERIENCE

### Executive Director

Unfound Music | 2022 - 2025 | San Francisco, CA

A nonprofit music label helping independent artists grow their careers through funding, marketing, & ownership.

- Built partnerships with major brands and events including **Rolling Loud, Create Music Group, Red Rocks Amphitheater, Something Dope for The People, HipHopDX, TikTok Music, BeatBread, Live Nation, Bottle Rock, and Vydia**
- Developed and executed digital & live marketing campaigns across **Meta, YouTube, and Spotify**, driving 400% reach growth
- Produced branded showcases, festivals, and content collaborations connecting artists to fans and sponsors
- Managed client, sponsor, and community relationships through CRM systems and campaign analytics
- Directed cross-platform branding and media strategy for fundraising and public-facing campaigns
- Oversaw **100k** annual budget, partnerships, and strategic growth to ensure long-term sustainability

### Account Executive

Feyline Presents | 2017 - 2022 | Denver, CO

Feyline Presents produces major concerts and festivals across the U.S., partnering with leading artists and brands to deliver high-impact live experiences.

- Managed client, sponsor, and promoter relationships to develop custom marketing campaigns
- Created and pitched cross-platform promotional strategies integrating radio, digital, and social media
- Supported major artist campaigns including **Post Malone, Young Thug, Migos, and Lil Yachty**, driving sell-out attendance and brand visibility
- Oversaw budget planning, sales deliverables, and ROI reporting for merchandise and event marketing initiatives exceeding \$50K
- Collaborated with agents, vendors, and brand partners to negotiate contracts, secure placements, and execute campaigns on deadline
- Managed client, sponsor relationships through CRM systems/analytics
- Delivered on-site event management for large-scale shows exceeding 5,000 attendees, ensuring partner satisfaction and smooth production

### Executive Assistant

Fenzi Media Group | 2016 - 2017 | Belvedere, CA

Fenzi Media Group is a full-service marketing agency specializing in creative design and advertising for real estate, sports, music, and lifestyle brands.

- Managed client and sponsorship accounts, ensuring deliverables and KPIs were met
- Supported sales presentations and sponsorship proposals for new client acquisition
- Coordinated media buys across outlets including The New York Times, boosting brand exposure
- Collaborated with creative and web teams on campaigns that increased client revenue by 20%
- Developed marketing decks, e-commerce strategies, and email campaigns to drive engagement
- Maintained client communication and provided campaign analytics and performance reporting