

# Kevin Oberding

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Passionate marketing professional with over 10 years' experience in sports, media, management, and client relations. Experienced team leader and seasoned manager with effective communication and relationship management skills. Motivated self-starter, and a well-rounded knowledge of product creation and innovation. Qualified campaign manager experienced in running B2B, DTC, brand communications, digital campaigns and more. A self-starter ready to jump on any project or team.

## Skills and Abilities

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**Manager** – Manages personalities and communicates effectively on all levels.

**Project Management** – Ability to tackle multiple projects at once with extreme detail-oriented strategies.

**Problem Solver** – Turns a negative into a positive using effective problem-solving skills.

**Relationship Management** – Over eight years collaborating and managing relationships in a cross-functioning environment.

**Creativity** – Connects with clients, consumers, colleagues, and professionals with new and out-of-the-box ideas.

**Communication** – Professional presentation experience to all levels of stakeholders.

**Development** – Experienced campaign developer structured towards client objectives.

**Technical** – Expert level Microsoft Office programs. Experienced in data analytics and CRM tracking.

## Professional Experience

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**Partnership Marketing Manager** – Portland Trail Blazers

**Nov 17 – June 20**

- Managed a portfolio of 20 partnership accounts, activating campaign strategy including game promotions, social media tactics, production of media spots, product development, copywriting, marketing strategy, and budget
- Operated \$5M+ book of business
- Collaborated with NBA and team operations on international marketing strategy, co-branded product launches, and web, social media, and digital innovations
- Created quarterly and annual PowerPoint recap decks for each partner, summarizing assets, partner objectives, analytics, and recommendations for future improvement
- Reached 110% or higher company and personal KPI goals each season

**Creative Director** – Thinkfactory Media (FOX Network)

**Jan 15 – Jun 17**

- Headed department for creative agency, and directly managed team of 20
- Lead representative for show creation and new project innovation
- Built and managed budgets ranging from \$100,000 to \$5 million
- Directed operations of behind the scenes marketing project with the Arena Football League (AFL)
- Created compelling storytelling project around Nike EYBL grassroots basketball program

**Producer** – Magical Elves, Super Delicious (NBC Network)

**Aug 10 – Dec 14**

- Created presentations to drive new content, including project briefs for creative brainstorming and deliverables
- Partnered with branding representatives from product companies to negotiate exposure
- Collaborated with a team of 6 - 30 to build a content structure for creative projects
- Led bi-weekly creative meetings to ensure agility and efficiency
- Developed project ideas from inception, to product sketches, to execution

## Education

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**UNIVERSITY OF OREGON** Eugene, OR

- Bachelor of Science in Business: Marketing and Sports Marketing
- Member of the Warsaw Sports Business group and American Marketing Association
- Member of the University of Oregon football program

*References furnished upon request*