

Bolin Li

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Digital Marketing | Sponsorships and Partnerships | Account Management

Detailed-oriented, agile project managing skilled in full use of digital media through specialized portals, agencies, and site publishers to leverage brand assets for consistent growth. Individual contributor with a team-oriented mentality and the ability to create business relationships cross-functionally. Adaptable to various business models, industries, and organizational cultures.

EDUCATION:

Temple University, School of Sport, Tourism and Hospitality
Management
Master of Science in Sports Business, Cumulative GPA: 3.70

Philadelphia, PA
August 2017 - May 2019

University of Massachusetts Amherst, College of Social and
Behavioral Sciences
Bachelor of Art in Economics, Minor in Japanese Language

Amherst, MA
January 2011 - May 2014

AREAS OF EXPERTISE:

Relationship Building • Strong Interpersonal Skills • Problem Solving • Time Management • Attention-to-Detail
• Project Management • Affiliate Marketing • Sponsorship Sales • Python • R • Data Virtualization • Research and Analysis •
Adobe Creative Suite • Google Analytics • Google Ads • Mailchimp • Bi-Lingual: Native Mandarin

PROFESSIONAL EXPERIENCE:

Biocytogen

Marketing Operations Associate

Wakefield, MA

March 2021 - Present

- Foster the event coordination communication with the outside vendors and senior leadership group. Generate leads through effective outreaching with emails, calls, 1 to 1s.
- In charge of rebranding efforts include but not limited to redesigning marketing campaigns, website revamp. Helped company's LinkedIn to increase 50% more impression rate since joining.
- Help with inside sales and BD efforts with appropriate marketing materials creations; tentative and own the tasks.
- Initiate and lead in data virtualization, data insight analyzing with SEO, SEM related variables. Effectively storytell to marketing director and senior leaderships.

Foxconn Industrial Internet

Partner Manager

Milwaukee, WI

December 2019 - April 2020

- Managed the relationship with the San Francisco 49ers, acting as the liaison with C-Suite executives to develop and execute new partnership programs to foster a communications cadence that mutually benefited both brands and businesses. Conducted research and analysis to strategically implement solutions with budgetary and resource constraints.
- Coordinated over \$3 million in purchasing agreements between Foxconn, the 49ers, and affiliated distribution partners. Identified suppliers and facilitated the purchase of six new 8K-resolution cameras and over 3,000 new HDTV display replacements, positioning them to be the first NFL team to utilize 8K video and pioneers of innovative technology.
- Championed and secured the inclusion of in-game, onsite branding on stadium broadcasts and signage resulting in increased exposure and brand recognition and awareness for Foxconn.

Boulder Creek International

Business Development Intern

London, U.K

May 2019 - August 2019

- Prospected extreme sports content creators and negotiated agreements to license and distribute content internationally through multiple channels including broadcast television and online streaming platforms. Prepared scripts and production notes to maintain quality standards and consistent brand image.
- Managed existing partner relationships and provided support to sales and marketing team by creating social media posts and engaging consumer outreach. Leveraged existing and new partnership inventory to identify prospective business and revenue opportunities.
- Led initiative to bring various programming such as Japan Wrestling (WWE equivalent in Japan) and World Bowling Finals tournaments to be streamed on over-the-top (OTT) platforms. Secured opportunities to monetize intellectual property by partnering with OTT services supported by ad-generated revenues

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Sports Marketing | Sponsorships and Partnerships | Account Management

SponsorUnited

Sports Sponsorship Scout/Business Solution Specialist

Philadelphia, PA

June 2018 - May 2019

- Conducted detailed weekly reports on sponsorship and sports administration insights through data analysis and industry research. Monitored and tracked sponsorships across social media to evaluate campaign effectiveness.
- Developed well-sounded solutions for clients, including identifying market leads and producing infographics for demonstration. Helped the Philadelphia Eagles target local businesses for potential sponsorship/partnerships.

Bank of America

Relationship Banker

Newton, MA

August 2015 - July 2017

- Provided elite-level customer service and consistently led the branch in top customer satisfaction rating, exceeding sales goals by 20% through building strong rapport with customers, actively listening to identify their needs, and recommending banking solutions best suited for their personal situations.
- Acted as the digital ambassador by guiding customers toward modern banking convenience and assisting customers to transition into mobile/online banking to save both parties the time and cost of in-person services.

RELEVANT VOLUNTEER EXPERIENCE:

TEDx TempleU

Sponsorship & Partnership Coordinator

Philadelphia, PA

October 2018 - April 2019

- Developed and oversaw sponsorship partner acquisition efforts for our student-ran, non-profit, TED Talk at Temple University. Reached out to over 50 local organizations to present our mission and value proposition to their businesses and the community. By utilizing a tier-based sponsorship structure, secured commitment from 13 sponsors amounting in total contributions of over \$7,000.

Philadelphia Union

Game Day Operation Volunteer

Chester, PA

September 2018 - November 2018

- Assisted game-day operation staff on the fulfillment of all home and visiting team needs such as preparing soccer balls and water bottles and moving heavy equipment.
- Assisted with onsite sponsorship activation and game presentation efforts; distributing marketing flyers, interacting with fans to strengthen fan engagement and loyalty.