

JESSE GOSPODAREK

THOSE WHO DO NOT THINK OUTSIDE THE BOX ARE EASILY CONTAINED. I WANT TO STAY OFF MY LEASH, RUN, AND MARK MY TERRITORY

**EXPERIENCED MARKETING EXECUTIVE /
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NOT YOUR TYPICAL MARKETING EXECUTIVE

Courageously taking your advertising to the next level. Maybe you have heard that before? I am not just any Creative mind though. Please read on if you don't believe me. My experience speaks for itself, serving credible brands/campaigns and negotiating with big, head honchos. I can lead the pack or be a soldier. Let's think outside of the box and create together.

ACCOMPLISHMENTS

- Created and built an entire brand from the ground up with limited funds
- 427% gain in website visitation year over year
- \$600,000 and \$400,000 in ROI
- Experience with big budgets (7 million) to small budgets (nothing)
- Negotiated and saved \$30,000 in funds
- Sold over \$300,000 worth of sponsorships
- Planned and activated for the world's largest music festival, attracting over 850,000 people over 12 days
- Sat in a room with billionaire owners and negotiated face-to-face, winning for my company
- Raised brand awareness and became the #1 brand in the category nationwide
- Grabbed 90% market share for my company, increasing it year over year
- 21% gain in social media following year over year
- Over 60 pieces of unique content created
- Expert content knowledge and famous podcast host

MORE ABOUT ME

Persona and Character

Prepared to go in and make a deal work on both ends. I never shy away from an opportunity, though I do shy away from cookie-cutter options. I always look to innovate and be out of the box. I win for the company I work for and do it all while forming great business relationships and having fun.

Passions That Keep Me Going

A family man first and foremost. My morals and ethics are built around being the best father and husband I can be. Coaching my son's baseball teams and watching my daughter do competitive dance keep us all active at home. Listening to 90's music, and watching a movie, all while drinking

WORK EXPERIENCE

MANAGEMENT RESEARCH SERVICES

Marketing Consultant
2.5 years

INTERSTATE PARKING

VP of Marketing & Promotions
Manager of Marketing & Promotions
2 years

POTAWATOMI HOTEL & CASINO

Manager of Media & Sponsorships
Corporate Sponsorships Manager
Media Planner/Buyer
8 years

MILWAUKEE WORLD FESTIVAL, INC.

Marketing Assistant
1 year

GENERAC POWER SYSTEMS

Advertising Manager
4 years

POTAWATOMI HOTEL & CASINO

Media Planner/Buyer
Advertising Coordinator
Promotions Coordinator
6 years

a cocktail around a fire is a great night for me. If I want to get a bit crazy, I may just make a batch of homemade Chex mix and a pot of chili to boot.

Skills

Canva, Microsoft Office products, Mailchimp, Squarespace, Toonly, Adobe products, Scarborough, Qualitap, SRDS, Nielson, Arbitron, Sales Genie, SQAD, IEG Sponsorship eval tactics

Expert negotiator and relationship builder. Ready to launch my career with your company and add to my accomplishments. Being a coach /athlete in various sports has also allowed me to know what it takes to win Championships and be a team player.

TOLD YOU I WASN'T YOUR TYPICAL MARKETING EXECUTIVE!

