

Mary Proywich

347 Marchvale Street, Larchmont, NY 14848
914.555.5434 | mary.proywich@proywich.com
<http://www.linkedin.com/maryproywich>

BUSINESS DEVELOPMENT & MARKETING EXECUTIVE

Hospitality | Sports | Entertainment

Targeted Business Development | Corporate Sponsorships | Fundraising Partnerships

Laser-focused marketing and sales executive who consistently drives revenues with robust corporate sponsors, strategic non-profit partnerships and targeted revenue generation programs in consumer products, sports, hospitality and marketing industries. Professional public speaker for media events, community initiatives and trade shows that increases exposure and attracts target prospects. Accomplished in turning around struggling businesses, growing start-up firms and advancing sales units to historic profit levels by developing business from Fortune 500 and leading regional firms.

~ Established Sales Success Ratio of 9:3:1 (calls:meetings:sales) ~

- ▶ **Strategic Branding & Marketing Campaigns**
- ▶ **Pipeline CRM Management & Prospect Generation**
- ▶ **Proposal Development & Sales Presentations**
- ▶ **Contract Negotiations & Deal Structuring**
- ▶ **Community Program Development**
- ▶ **Fortune 500 Sponsorships & Celebrity Assets**
- ▶ **Merchandising & Royalties Revenue Streams**
- ▶ **Media Relations & Crisis Management**
- ▶ **Talent Recruitment, Selection & Management**
- ▶ **Fiscal Accountability & Budgeting**

PROFESSIONAL ACCOMPLISHMENTS

WB SPORTS MARKETING & SPONSORSHIPS, LLC, New York, NY

October 2008 – Present

Private consulting firm handling marketing and sales strategy for major and minor league teams in the NY, NJ, PA and CT areas.

Managing Director (1/10-present)

- Developed a reading program and marketing partnership with a Fortune 50 retailer that served 12,000 students, enabling the firm to gain significant good will and resulting 16,000 tickets sold. Arranged for stores to produce and sell team merchandise resulting in tremendous team exposure and generating a royalty fee revenue stream.
- Secured a three-team marketing partnership giving the Verizon Street team a physical presence at multiple team facilities through traditional branding, sponsored hospitality booths and promotional events to grow contact lists.
- Secured partnership package with Dodge that included multiple branding and promotional elements. Developed the "Building Communities Program," where Dodge dealerships purchased 5,000 tickets that were donated to non-profits to use to raise \$87,000 in fundraising and a US News & World Report magazine article featuring Dodge.
- Generated \$84,000 in sales for the leading CT minor league team in two months. Eventually accountable for selling 18% of the organization's revenues in group tickets and major sponsorship sales.

Director of Marketing & Business Development (10/08-1/10)

- Manage 10 FT and 520 PT hires to create marketing street team infrastructure employed for all clients. Landed \$150,000 in advertising, built food and beverage operations, advised sales staff how to drive ticket sales.
- Partnered with leading regional energy provider on reading program sponsorship generating TV and radio exposure.
- Forged a partnership with leading beverage firm to include pouring rights at the facilities where its products were carried. Negotiated product pricing, a rebate program and sponsorships which resulted in royalty revenue streams.
- Negotiated a field naming rights deal with CapitalOne Mortgage, featuring their name in print, TV and radio coverage.
- Increased media spend with City Group by 27x over what was spent in prior years by expanding promotions, events and signage deals, ultimately equaling the spend level made with the major NYC baseball teams.

JONES GRANGER ENTERPRISES, Villanova, PA

May 2005 – October 2008

General Business Manager (3/06 – 12/08)

- Oversaw marketing, sales, financial and administration for the entire business operation of Philadelphia Bengals, other Pennsylvania Professional Minor Baseball teams, hockey and horseracing events.
- Launched new franchise with \$700,000 budget in three months, which has produced \$4 Million in sales in three years.
- Personally sold \$900,000 in sponsorships, \$1,100,000 in ticket sales and \$450,000 in unbudgeted non-traditional revenue streams over a period of five years. Signed largest sponsorship deal in company history.
- Negotiated and/or administrated promotional and employment contracts for events with former major league athletes, such as Mike Schmidt, Bobby Abreu, and Larry Bowa to increase exposure and revenues.

Sales & Marketing Manager (5/05 – 3/06)

- Developed advertising and public relations partnerships. Negotiated \$145,000 in contracts with a \$37,000 budget.
- Managed of 11 FT, 80+ PT employees and 25 volunteers. Handled training, hiring, scheduling and goal setting.
- Increased non-traditional revenue by securing high school games at the stadium to exceed revenue budget by 150%.
- Served as the liaison to local government, industry directors, company investors, the advisory board and clients.
- Received League Executive of the Year Award (2005), New Small Business Award by Philadelphia County Chamber of Commerce (2006) and Excellence in Tourism Award by Philadelphia County Chamber of Commerce (2008).

SPIRIT OF CHARLESTON, LLC, Charleston, SC

November 2002 – May 2005

General Manager – External Relations

- Designed, executed and managed sales, marketing and operational plans and policies for a start-up professional baseball franchise based on \$1,700,000 annual budget.
- Reported to the Owner/Managing Partner and managed a team of 14 full-time and 70 part-time staff members.
- Oversaw financial reporting systems, P&L development, staff hiring & training and external relations programs.
- Crafted the marketing plan that resulted in 91% corporate party capacity and \$735,000 in pre-season sponsorships.
- Developed sales and marketing plans which resulted in average semi-annual gains in sales of 40%.
- Created and executed an educational program that resulted in 42,000 ticket purchases by Charleston Power.
- Represented the firm for media and public relations including interviews, speaking engagements and industry seminars.
- Devised 72 community, marketing and fundraising events to increase prospect database by 482% to improve targeting.

LARCHMONT BASEBALL, INC., Larchmont, NY

June 1998 – November 2002

General Manager (11/00 – 11/02)

- Directly sold 78% of all corporate advertising sponsorships which contributed significantly to the 4th highest team profit.
- Managed two full-time and 27 part-time staff and directed operations with a well-defined budget and strict cost controls.
- Coordinated budget development, P&L oversight, cash control and development of business unit reporting.

Marketing Manager (6/98 – 11/00)

- Orchestrated media event, which resulted in a 5 minute special on CNN, featuring the saga of New York Yankees Catcher Rodney Staub who started in Larchmont, resulting 12x more current advance ticket sales from this exposure.
- Received John Maxwell Marketing Excellence Award (2001), League Marketing Award and Executive of Year (2002).

EDUCATION

Babson University – Executive MBA Degree

2001

Mississippi State University – Bachelor of Science Degree

1998

COMMUNITY LEADERSHIP

Fundraiser for United Way, Juvenile Diabetes and Red Cross