

FRANKIE YIP

212-731-9827 | fyip85@gmail.com
[LinkedIn](#) | [Project Portfolio](#)

WORK EXPERIENCE

Cirque du Soleil Entertainment Group – Remote

Integrated Marketing Manager | Mar. 2023-Present

- Established the company's first Branded Content Group to drive sales growth and guide brand partners in maximizing ROI; create and execute consumer-facing partnership campaigns, incorporating custom content, digital media placements, and OOH promotion
- Closed 15 deals to-date, generating \$8M+ in revenue, and produced 35+ custom co-branded videos across categories, e.g. travel/Air Canada, tourism/Essential Costa Rica, financial services/Sun Life, credit cards/Mastercard, automotive/Hyundai España, etc.
- Shape strategic direction and go-to-market positioning for global partnerships; collaborate with Sales, Creative Studio, CRM, Legal, Finance, Design, and other cross-functional teams to develop/implement processes for sponsored content initiatives + operations
- Create impactful partnership proposals that meet clients' objectives and convey value proposition of CdS brand/IP, audience, talent, video production capabilities, 1st-party data, and distribution channels
- Leverage customer insights/data from Research to build out client-facing presentations, sales collateral, sponsorship packages, etc.
- Manage multiple content activations, project trackers, and production shoots; ensure timely + efficient delivery of promotional assets
- Oversee all post-production and support Social team with monitoring/optimizing performance of content campaigns across owned + paid channels; prepare detailed recap reports and identify key learnings to inform future strategy/marketing approach

Warner Bros. Discovery (WarnerMedia) – New York, NY

Manager, Entertainment Marketing Solutions | Apr. 2021-Mar. 2023

- Grew/maintained \$20M+ media budgets for financial services, insurance, gaming, and QSR advertiser categories in support of sales counterparts by leading RFP responses, proactively pitching high-level concepts, and crafting multimedia partner proposals
- Drove \$1.5M in streaming revenue through selling media sponsorships + customized digital ad products surrounding newly released Max Originals: *Julia* S1 x Infiniti QX60 and *PLL: Original Sin* S1 x Adobe Photoshop
- Served as content strategist/expert for high-priority programming + offerings on TNETs, HGTV, and Adult Swim; facilitated deal negotiations against co-branded content, in-show integration, experiential, and other entertainment tentpole opportunities
- Ensured overall success of sold partnership programs (Subaru of America's on-site footprint at 2022 SAG Awards®, Macy's Holiday 'Scan & Save' QR Code promotion, etc.) by guiding execution, acquiring approvals, and solving unexpected problems
- Applied audience data + marketplace insights to launch new sales packages and monetizable opportunities, e.g., virtual + live events, multicultural programs, and DE&I initiatives; measured/analyzed results to vet delivery against internal business objectives

Coordinator, Entertainment Marketing Solutions | Oct. 2019-Apr. 2021

- Ideated and developed cross-platform (linear, digital, social, streaming) creative solutions + distribution strategies across WM's extensive media portfolio (Max, TBS, Team Coco, TNT, AEW, truTV, Adult Swim, Cartoon Network) to address clients' business needs
- Worked collaboratively with internal teams, e.g., Product, Programming, Business Development, Research, etc., to create scalable sponsorship opportunities and increase client spend towards innovative ad products, e.g., in-program QR Codes, IPGAs, etc.
- Crafted go-to-market materials, e.g., presentation decks, one-sheets, and case studies, for TNETs' owned and operated platforms across CTV, web, mobile apps, and video on demand; grew digital media budgets by \$250K for Comcast, H&R Block, etc.
- Generated \$200K+ in incremental ad revenue through winning RFPs for PS5 "Sustain" effort (*Rick and Morty* March Madness-style bracket challenge via Instagram) and LEGO Super Mario product launch (sweepstakes + digital hub on CartoonNetwork.com)

Linear Account Coordinator, Direct Response | Jun. 2018-Oct. 2019

- Awarded 1Q19 and 3Q20 AC of the Quarter for providing exceptional client service and stewarding roughly \$48M in advertising dollars across five cable networks and about 25 media agencies including GroupM, Two Nil, and Quigley Simpson
- Oversaw all facets of TV ad campaigns: inputted 100+ scatter deals into internal system and managed communications with agencies

International Quality and Productivity Center (IQPC) – New York, NY

Program Manager, Conference Production | Sept. 2016-Sept. 2017

- Directed growth of seven B2B events across automotive, technology, and banking sectors; led three-five projects concurrently from start to completion, e.g., study competitive landscape, organize agendas, oversee budgets + revenue forecasting, manage onsite, etc.
- Fostered strong working relationships and served as main point of contact for internal departments and external sponsors/partners

EDUCATION

Virginia Polytechnic Institute and State University (Virginia Tech) – Blacksburg, VA

Dual Degree: Bachelor of Science in Business, Summa Cum Laude, Honors Scholar

- Marketing + Management [Concentration: Entrepreneurship, Innovation, and Technology]

PROFESSIONAL SKILLS

Presentation Software: Keynote, PowerPoint, Google Slides

Microsoft Office (Advanced): Excel, Word, Outlook | **Google Workspace:** Sheets, Docs, Gmail

Languages: Cantonese [Native – Speak]