

SHAWN STEWART

DIRECTOR OF EXPERIENTIAL MARKETING

cell: 619-857-1172

shawn@victorybd.com

North Carolina, Utah, Remote

Over 15+ Years of Direct Experience: Designed, collaborated, and executed Experiential Marketing Campaigns and Events for large fortune 500 companies, such as eBay, and successful small businesses. I brought their brands to life through high-quality engagement, resulting in brand education, community growth, loyalty, enthusiasm, and a strengthened industry position. My background in the exciting world of Motorsports will provide a unique and creative addition to your team.

United States Motorsports Association, Executive Director - Years of Experience: 7 (present)

Managed all aspects of client and internal Event Activation, Experiential Marketing Campaigns, Industry Consulting, Corporate Leadership Events, Networking Events, Governmental Outreach Initiatives, Market Research, Economic Impact Research, ROI Analysis, Reporting Methods, Presentations, Staffing, Budgeting, and Overall Strategic Planning.

Victory Business Development, Marketing Agency Owner - Years of Experience: 17 (present)

Consulted with business owners and management teams to identify weaknesses and challenges. More importantly, installed action-oriented solutions, which included, Strategic Marketing & Sales Plans, Trade Show Planning, B2B Networking, Business Development, Experiential Marketing Campaigns, Event Management, ROI Tracking Systems, Event Staffing, and Market Research. Some clients have included: eBay Motors (eBay), Internet Brands, Lucas Oil, Levi Strauss, and Tri-State General Contractors, Competitive Metals, Microgroup PCB, ASI Limited and Professional Baseball Player, Tony Gwynn.

Internet Brands, Director Sponsorships - Years of Experience: 3

Responsible for the development of marketing partners and event experiences. Created marketing and business development programs that acquired new users and grew revenue streams through partnerships and sponsorships. Set strategy, developed and executed business development programs that included: Partner Programs, Track Programs, Giveaways/Sweepstakes, Event experiences, Sanctioning Body Partners, Lead Generation, Media Partners, and Industry Partner Programs.

North Carolina Motorsports Association, Marketing & Membership Director - Years of Experience: 6

The North Carolina Motorsports Association (NCMA) is a trade association representing the \$6 Billion motorsports economy in the state of North Carolina. Members of the NCMA include professional teams, tracks, manufacturers, and industry suppliers. Closely engaged with members to maintain, support, and enhance their membership value. In addition contributed to the NCMA's strategic planning, oversight of projects, PR/Media, sponsorship management, and creation/activation of special events. Executed concepts and initiatives of value to the NCMA, its membership, and the motorsports industry overall.

For more detailed background visit LinkedIn:

<https://www.linkedin.com/in/motorsportsindustry/>