

# Derrick Palmer

## Sports Marketing CMO

### Brand builder fusing athletic culture with business results

CMO with 13 years of experience in sports branding, fan engagement, and team sponsorship. Proven record of expanding audiences and monetizing content for teams, leagues, and gear brands.

## CONTACT



(000) 000-0000



email@example.com



LinkedIn | Portfolio



Chicago, IL

## KEY SKILLS

- Athlete endorsements
- Broadcast partnerships
- Esports branding
- Fan engagement strategy
- Game-day promotions
- Licensing deals
- Merchandising
- Social media growth
- Sponsorship activation
- Sports content strategy

## EDUCATION

Bachelor of Science (B.S.) in  
Sports Marketing  
DePaul University , Chicago, IL |  
May 2011

## PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER | WIND CITY FC , CHICAGO, IL  
FEBRUARY 2018 – PRESENT

- Doubled fanbase in three years through influencer collaborations and targeted campaigns
- Negotiated national media deal valued at \$12M
- Launched youth sports program with 10,000+ participants

MARKETING MANAGER | ALLCOURT GEAR , CHICAGO, IL  
AUGUST 2011 – JANUARY 2018

- Developed campaign with NBA player that went viral with 4M+ views
- Secured product placement deals in two major films