

# HALEY EHRlich

847-254-7776 | [hre102495@gmail.com](mailto:hre102495@gmail.com)  
[LinkedIn.com/in/hre102495](https://www.linkedin.com/in/hre102495)

## PARTNERSHIP STRATEGY

**Partnership Architect | Cross-Functional Connector | Strategic Problem Solver | Seasoned Marketer**

As a solutions-oriented partnership strategist, I see complex problems as opportunities to innovate. My ability to think outside the box, build trust across diverse stakeholders, and navigate challenging negotiations has consistently delivered breakthroughs for the brands that I partner with. Whether it's securing a game-changing sponsorship deal or crafting a groundbreaking marketing campaign, I'm driven by a relentless pursuit of success and a deep satisfaction in exceeding expectations.

### Professional Expertise

#### Crafting Briefs

**Entertainment/Sports Industry Experience**

**Data-Driven Decision Making**

#### Marketing Strategy & Innovation

**Agency Management**

**New Product Launches**

**Disciplined and flexible problem-solving approach that balances business goals with partnership needs.**

## PROFESSIONAL EXPERIENCE

**UNITED STATES SOCCER FEDERATION (US SOCCER)** | Chicago, IL

**Manager – Partnership Innovation | *Partnership Strategy* | Aug 2023 – Present**

Fueled by a passion for innovation, I spearhead the development and execution of partnership strategies within the dynamic world of sports. At US Soccer, I lead the charge in crafting new growth platforms, leveraging data-driven insights to identify macro trends, scoping needs, and building strategic frameworks. Through close collaboration with internal stakeholders and creative working groups, I orchestrate the implementation of these platforms, ensuring balance across new business, upsells, and renewals. I maintain a deep understanding of industry trends and KPIs, allowing me to develop key strategies and initiatives that consistently achieve both long-term and annual goals.

- **Spearheading Growth Platforms:** Identify macro trends and partner needs, then build and execute data-driven growth platforms. Collaborate across Marketing, Events, Media, and external resources to ensure seamless implementation. Lead creative working groups to value new assets and optimize their performance across new business, upsells, and renewals. Analyze partner marketing objectives and develop own-able platforms, content ideas, and thought-starters to drive revenue, fan growth, and organizational acceleration.
- **Strengthening Partnerships & Alignment:** Work closely with content/marketing to ensure media synergy and maximum amplification across platforms and partners like WBD, Bleacher Report, and Telemundo. Lead consistent stakeholder meetings to foster communication, review progress, and vet partner requests. Actively contribute to the commercial aspects of Federation-wide initiatives like Soccer Forward, furthering our mission to grow soccer in America.
- **Leading with Expertise & Influence:** Maintain a deep understanding of industry trends and KPIs, crafting key strategies and initiatives that consistently achieve long-term and annual goals. Champion continuous learning, meticulously studying competitor programs to develop cutting-edge sponsorship platforms. Assist in the sales process with official proposal development, P&L creation, and strategic planning integration.
- **Cross-Functional Collaboration:** Collaborate with diverse teams including Marketing, Product, Content, and Sporting to develop initiatives that fuel nationwide soccer growth. Spearhead national team, extended team, and Soccer Forward communications and year-long planning across US Soccer, FIFA, MLS, NWSL, USL, and youth organizations.



**NATIONAL BASKETBALL ASSOCIATION (NBA)** | New York City, NY

**Manager – Growth Marketing | *Direct-to-Consumer Streaming* | Jan 2021 – Aug 2023**

Grew League Pass subscriptions 30% globally in one basketball season by initiating a variety of new marketing channels to promote awareness of the service and push users into purchase funnel across desktop, mobile, and app. Increased NBA App downloads by 12% season-over-season by building out brand and product marketing across owned channels.

- **Brand Campaigns & Agency Management:** Created initial campaign brief and led ongoing communications with creative agency to develop look and feel for League Pass, NBA App, and NBA ID brands. Launched 11 campaigns globally throughout one basketball season to promote various acquisition opportunities. Created the NBA's first-ever Black Friday campaign to drive a 76% conversion rate (over 2x the forecasted lift in subscribers).



- **Partnership Marketing:** Managed external relationships with affiliate partners (DirecTV, AT&T, ESPN, etc.), NBA brand (DoorDash, DraftKings, etc.), and individual NBA teams (Warriors, Suns, Bulls, etc.) to determine marketing opportunities for the season including video, digital, and social assets. Launched an HBCU partnership and created marketing to drive student awareness and increase viewership on League Pass by 5%.
- **A/B Testing:** Built testing strategies based on funnel analysis and product marketing needs to increase conversion as well as optimize marketing creative. Led implementation from end-to-end of web and app testing through Adobe Target and Adobe Analytics. Increased entrance into the funnel on web by 45% with various testing efforts across the season.
- **Cross-Functional Project Management:** Collaborated with Product Marketing, Product, Content, Monetization, and others to ensure alignment and optimization of brand messaging to meet business goals. Spearheaded communications of various goals and efforts across 50+ people at any given time. Also communicated efforts to executives across the business.
- **Product Marketing:** Built and analyzed purchase funnel across desktop, mobile, and app mediums to create optimizations for website and app content to drive more acquisition. Updated content across channels to reflect a variety of tentpole events throughout the basketball season. Launching a new website and app for the NBA DTC products that will reach +100M fans globally.

#### **WING AVIATION, LLC, Alphabet Inc.** | Palo Alto, CA

##### **Associate Manager – Marketing | Direct-to-Consumer Drone Delivery Service | Aug 2019 – Jan 2021**

A project originating within Google X, Wing provides an air delivery service via app ordering in 3 countries with over 200,000 deliveries to date. Built out foundational marketing channels, marketing toolkit, and campaigns to launch Wing's brand globally. Worked across the company to create guidelines to promote the benefits of an autonomous drone service.

- **Go-To-Market Strategy:** Led 2 app launches to initiate drone delivery service in 4 cities. Experienced B2B and B2C app install campaigns and strategized app messaging from beta version and feedback process to final city launch. Shared status across company, to investors, and organized speaking at events nationwide including South by Southwest.
- **Brand Marketing:** Produced 100+ campaigns focused on educating consumers about the benefits of the service, resulting in 4,000+ total customer base in serviceable areas and achieved a favorable view of the brand overall.
- **Agency Management:** Managed relationship with agency from creation, to hiring, and execution of 3 large-scale creative shoots to expand brand reach to 1M+ people globally.
- **Product Marketing:** Created & oversaw 2 website redevelopments to better the customer experience with over 450,000 website visitors. Established internal blog tool and built out content for launch.
- **Marketing Tools:** End-to-end process management of identifying, researching, adopting, and scaling 4 marketing tools to properly collect marketing success metrics from brand awareness to campaign metrics to build ongoing goals.



#### **YOUTUBE INC.** | San Bruno, CA

##### **Associate Manager – Staffing | Recruiting Process Optimization | Jun 2018 – Aug 2019**

Assisted in hiring process within YouTube by working closely with 15 teammates, 35 candidates a day, and 10 hiring managers a month to optimize hiring.

- **Creative Problem-Solving:** Investigated last-minute disruptions within interview processes daily while also implementing ideas for process changes to hire 20,000+ candidates per year.
- **Project Management:** Directed the implementation of an updated hiring process for iOS engineers by presenting to leads of the iOS teams from both Google and YouTube and increased hiring satisfaction by over 50%.



#### **University of Illinois Athletic Department** | Champaign, IL

##### **Assistant – Marketing Athletic Director | University Athletic Department | Aug 2015 – Feb 2018**

1 of 4 student part-time workers. Designed promotions & in-game activities for 4 teams per school year & managed relations with coaches and players to encourage fans to attend all university sports. Cross-functionally launched Football & Basketball marketing.

- **People Management:** Led 8 interns who supported all camp us events for each sporting competition with promotional activities and ongoing communications.
- **Event Marketing & Promotions:** Organized 4 large fundraising events to support various causes across the athletic department



## EDUCATION

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**University of California, Los Angeles (UCLA)** | Los Angeles, CA

**Entertainment & Sports Marketing** | *Fully Employed M.B.A Program* | *Aug 2020 – March 2023*

- **Leadership Experience:** Global Immersion Participant-Chile; FEMBA Student Council-Internal Affairs Representative; Entertainment Marketing Associate-VP of MBA Relations; Sports Business Association; Marketing Association; Women in Business Connection; Jewish Business Association

UCLA

**University of Illinois, Champaign-Urbana** | Champaign, IL

**Marketing, Finance, Information Systems, & Technology Management** | *B.S.* | *Aug 2014 – May 2018*

- **Leadership Experience:** Global Business Brigades-Panama Exchange; Sigma Delta Tau Sorority; American Marketing Association-VP of Consulting; Business Honors; James Scholar; Business Honors Student Board – President; Phi Gamma Nu Professional Fraternity-Merchandise Chair

