

MICHAEL BRENNAN

MARKETING EXPERT

+49 151 58548053



mbrennan18@gmail.com



[mbrennan18](https://www.linkedin.com/in/mbrennan18)



www.hiremikebrennan.com



EDUCATION

BACHELORS DEGREE

Business Administration:
Marketing
West Virginia University
2006-2010

WVU MEN'S SOCCER

Player
2006-2008, 2010

ENDORSEMENTS

[VP of Major League Soccer](#)

[Director Sports Marketing adidas](#)

[View All](#)

SKILLS

Digital Marketing
Brand Marketing/Management
Creative/Campaign/Content Mktg
Sports Marketing
Sponsorships/Negotiation
Retail/Sales Marketing
Event Marketing
SEO/SEM/CRM
Client Management
Social Media Marketing
Project Management
Experiential Marketing
WordPress/HTML
Adobe Suite

PROFESSIONAL PROFILE

Seasoned marketing professional with a decade of experience in creative, digital, sport, brand, retail, client management, and event marketing. I've grown up in two startup cultures; fine-tuned my skills with Fortune 500 clients, and now I'm barrel-aging internationally with one of the most notable sports brands in the world.

PROFESSIONAL EXPERIENCE

SENIOR MANAGER FLAGSHIPS

Adidas / 2017-present

Oversee strategy and financials for adidas Global Flagships, representing over \$100m in sales annually.

Challenged, changed, and implemented profit driving initiatives for Flagships:

- Localized product – estimated to bring in \$3m annually per store
- Omni-channel activation – added \$350,000 to the bottom line
- [adidas Talent Carousel](#) participant

SPORTS MARKETING MANAGER

Adidas / 2014-2017

Built relationships and created bespoke strategy, sponsorships, and campaigns to grow the adidas business in partnership with Major League Soccer and each MLS club market partner. Examples include:

- Built creative solutions to support MLS team-led marketing initiatives; helped Sporting Kansas City celebrate their [20th anniversary](#) with the most successful product launch in club history
- Worked cross-functionally to design, develop, and manufacture commercially viable [MLS Jerseys](#) each season
- Provided [best-in-class relationship management and client services](#)

DIGITAL MARKETING DIRECTOR

Human Movement Management / 2012-2014

Organically grew awareness, engagement, and sales for all HMM events:

- Grew VIP ticket sales to HMM's largest event, [Denver Oktoberfest](#), by 75% vs. Y-1. Profits from VIP sales grew by \$50k in 2013. No promotional budget available
- Expanded the [Ugly Sweater Run](#) to 24 new cities in 2013 and exceeded our goal of 2,000 consumers per city by 20%. Marketing budget under \$1k per city