

Ben Hosford

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Summary

Master's degree holder and partnerships executive with six years experience in marketing and communication roles. Adept at integrating corporate partners seamlessly into events and enhancing brand engagement through strategic delivery of rights. Demonstrates expertise in day-to-day stakeholder relationship management as well as analytics and post-partnership reporting, contributing to significant revenue growth and long-term retention.

Employment History

Graduate Assistant

Jan 2023 — May 2024

Louisiana State University School of Art

Baton Rouge, LA

- Created a university level class titled "Intro to Esports" to be taught at Louisiana high schools.
- Delivered summer educational instruction to high school teachers to implement the class, including lesson planning and grade evaluation.
- Planned and led an esports summer camp for 20 high school students with a focus increasing enrolment.

Commercial Partnerships Executive

Jan 2021 — Jan 2023

BLAST Esports

London, UK

- Successfully implemented corporate partners into the BLAST Premier product leading to the year-long renewal of brands such as Betway, Maersk, and Coinbase, directly contributing to increased revenue.
- Managed the day-to-day of up to twelve corporate partners and their event integrations at three arena shows each year with a capacity for 15,000 fans.
- Implemented and analysed the first audience survey for BLAST to measure direct success of KPI's for our corporate partners using SPSS.
- Created, delivered, and presented statistical reports for corporate partners in conjunction with a media analytics agency to evaluate ROI, KPI's and other metrics.

Social Media Manager

Feb 2020 — Jan 2021

Freelance

London/Online

- Executing social media strategy for a series of esports events during the COVID-19 pandemic.
- Liaising with up to 15 online broadcasters during live events ensuring contractual rights of corporate partners are successfully delivered upon.
- Utilizing basic Photoshop and video editing skills to craft various social media posts across Twitter, Facebook, Instagram, and TikTok.

Vice President

Aug 2016 — Aug 2019

Esports LSU

Baton Rouge, LA

- Planned and executed special events on LSU's campus for over 150 students.
- Acquired multiple partners to support the student-led organisation including Red Bull, Nvidia, and Raising Cane's leading to revenue generation.
- Managed a team of student volunteers in order to grow the organisation and create a welcoming community for students.

Education

MS in Sport Management, Louisiana State University - 3.7 GPA

Baton Rouge, LA

Jan 2023 — May 2024

Focus in Sport Marketing and Economics

BA in Mass Communication, Louisiana State University - 2.7 GPA

Baton Rouge, LA

Aug 2015 — Aug 2019

Focus in Public Relations

Skills

Google Suite, Microsoft Office, SPSS, Basic Adobe Creative Suite
Event Coordination, Strategic Planning, Partnership Rights Delivery, Stakeholder Relationships
Shortlisted: ESA Best Use of Digital Channels - BLAST Premier Fall Final 2022 x Netflix Nordic