

STEFAN BERG

Brand Partnerships & Integrated Marketing · Sports, Entertainment & Culture

Relocating to Los Angeles, CA in October 2026

NFL · NBA · MLB · USOPC · PepsiCo · Gillette · Crocs · Tinder · H&R Block · Amazon

SUMMARY

Brand partnerships and integrated marketing professional with 8+ years building campaigns across sports, entertainment, and culture. Led 20+ marketing initiatives spanning brand strategy, creator partnerships, live experiential production, and multi-platform programs, including Team USA's build toward Paris 2024 and Gillette's NFL activations. Comfortable owning both sides of a brief by balancing creative ideas that resonate with audiences with the budgets and business goals behind them.

CORE COMPETENCIES & TOOLS

Brand & Sponsorship Strategy · Integrated Campaign Development · Creator & Talent Partnerships · Live Event & Experiential Production · Cross-Functional Team Leadership · Cultural & Audience Insights · Budget & Vendor Management

Adobe Creative Suite (Photoshop, Premiere Pro) · Microsoft Office · Google Workspace · Workfront · Asana · Slack · HTML

PROFESSIONAL EXPERIENCE

Independent Consultant, New York, NY (Sept 2025 to Present)

Brand & Partnerships Strategy Consultant

- Advising growth-stage technology and media clients on brand positioning and go-to-market strategy, including content strategy for an in-house AI platform and audience strategy for a company expanding into new digital channels.
- Continuing to build new skills through HTML coursework, hands-on experimentation with AI tools like Claude Code, independent game design projects, and writing on brand, culture, and technology.

VaynerX, New York, NY (Nov 2021 to Jul 2025, official title: Account Executive, Client Partnerships)

Client Partner, Integrated Marketing, VaynerMedia (Jan 2024 to Jul 2025)

- Owned integrated marketing strategy for Gillette and H&R Block, running 10+ campaigns a year across national broadcast, paid media, social, PR, and live events tied to the NFL, NBA, and MLB.
- Led a 15-person cross-functional team spanning creative, media, strategy, analytics, and production, serving as a primary client contact for Gillette throughout P&G's \$7M multi-brand renewal.
- Produced H&R Block's MLB Opening Day activation in Chicago on a \$100K budget, placing the brand inside one of baseball's marquee annual moments.
- Managed 4+ creator and athlete partnership programs from initial strategy through execution. Gillette's lead creator video topped 1M TikTok likes.

Brand & Partnerships Lead, Vayner3 (Nov 2021 to Dec 2023)

- Advised USOPC leadership ahead of Paris 2024 and LA28, along with Unilever, Tapestry, and Mastercard, leading strategy workshops focused on consumer behavior, emerging platforms, and brand opportunities.
- Built and launched fan-facing digital experiences for PepsiCo, Crocs, and Tinder, driving 60K+ downloads and new first-party data.
- Took Robert Mondavi's first digitally-linked wine from concept to market, driving \$80K in primary sales plus \$130K+ in resale.
- Mentored 4 Vayner Fellowship participants over 4 years, providing feedback and coaching that supported their growth, retention, and promotion.

SoundFlower Studio, New York, NY (Sept 2019 to Sept 2020)

Marketing Director

- Built the business development function from scratch for an independent small business, growing its client roster and digital footprint in six months.

Sidwell Friends School, Washington, D.C. (Feb 2015 to Aug 2019)

Program Manager & Coach

- Designed and taught curriculum across arts, music, and science for middle and high schoolers, and built a summer enrichment program from scratch while filling in as substitute librarian and field trip lead.
- Coached girls' soccer and coed ultimate frisbee, developing and managing rosters of 15+ student-athletes each season.
- Also served as Assistant Producer on two documentary features for Guggenheim Productions in 2016, supporting projects from pre-production through post-production.

EDUCATION

Master of Branding | School of Visual Arts

B.A. Cinema Studies, Studio Arts Minor | Oberlin College

UX MicroMasters | Univ. of Michigan