

# STEFAN P. BERG



As an Account Executive at Vayner3, Stefan develops and leads multi-year marketing partnerships for Fortune 500 companies. Before joining Vayner3 in 2021, Stefan was a Marketing Operations Manager at SFL Studio. Stefan graduated from the School of Visual Arts in 2020 with a Masters in Branding.

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Brooklyn, NY

## RELEVANT EXPERIENCE

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### VAYNER3 – WEB3 CONSULTANCY

New York, NY

#### Account Executive

Nov. 2021 – Present

- Drive revenue by developing and selling integrated marketing partnerships that incorporate IP, media, events, and other benefits for clients including the United States Olympic and Paralympic Committee.
- Collaborate with other companies in the VaynerX family to deliver on multi-divisional partnerships that include Vayner3 and develop customized marketing platforms that align with prospective partners' objectives for activations with Crocs and VeeFriends, and Tinder, Gallery Media Group, ONE37pm, and artist Sara Baumann.
- Work closely with internal stakeholders across other departments to improve on client deliverables, ensure that the team is clear on roles and responsibilities, and support the execution of projects including Gatorade POY NFTs.
- Develop and write detailed, customized partnership proposals, deliver strategic sales presentations, and work with broader team to make sure all billing and finances are up to date for brands such as John Deere and Coach.
- Establish and build relationships with decision makers, serve as lead on the account team responsible for managing day-to-day partner processes, and own all internal and external status reports.

### SFL STUDIO – SOUNDFLOWER MIND & BODY

New York, NY

#### Marketing Operations Manager

Sept. 2019 – Sept. 2020

- Developed business growth objectives, implemented marketing and event strategies, and executed promotional programs that resulted in a 200% increase in new clients over the first three months.
- Directed sponsored partner activations including events, media, marketing, contracts, and content that resulted in an 80% customer retention rate over the first six months.
- Acted as a liaison between senior level executives and contractors, adapted to various personalities and working styles while leading communications with clients and preparing financial and analytical reports.

### SIDWELL FRIENDS SCHOOL

Washington, D.C.

#### Multidisciplinary Teacher and Coach

Feb. 2015 – Aug. 2019

- Led High School JV Women's Soccer and co-ed Ultimate Frisbee teams, establishing individual and collective strategic goals and managing growth with high energy, passion, and team spirit.
- Built relationships with Middle School students to communicate complicated concepts including Science, Mathematics, Computer Programming, and Art as a long-term educator in a matrix environment.

## EDUCATIONAL BACKGROUND

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### SCHOOL OF VISUAL ARTS

New York, NY

#### Master of Professional Studies in Branding

August 2020

- Critically evaluated brand, business, marketing, and design strategies of Fortune 500 clients such as Uber to create frameworks to guide brand and business development and identify opportunities for optimization.
- Developed and led presentations while anticipating issues and problem solving with various constituents, effectively managing multiple projects, priorities, and tasks in a fast-paced and challenging environment.

### UNIVERSITY OF MICHIGAN

edX.org

#### MicroMasters Certificate in User Experience (UX) Research & Design

August 2019

- Designed a sports betting and fantasy application, taking it from initial concept, through user research, ideation and refinement, formal analysis, interactive prototype, and a usability audit.

### OBERLIN COLLEGE

Oberlin, OH

#### Bachelor of Arts in Cinema Studies, Minor in Studio Art

May 2013

- Examined film, television, and digital media in broad, interdisciplinary ways, considering the craft, history, and cultural meaning of cinema as works of art, as cultural forms, and as industrial practices.
- Studied the theory of cinema and engaged with pressing questions of history and contemporary culture, integrating the creative and critical study of media with technical training in experimental productions.

## TECHNICAL SKILLS

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MS WORD, EXCEL, POWERPOINT; GOOGLE DOCS, SHEETS, SLIDES; ASANA; ADOBE PHOTOSHOP