

TRACEY TRAN (She/Her)

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SUMMARY

Partner marketing professional experienced in client/partnership management. Adept at implementing strategic rationale, data-driven insights, and input from multiple stakeholders to develop and execute gaming and audio entertainment brand partnerships. Graduated with an MBA from UC Irvine in June 2023.

EXPERIENCE

WASSERMAN, Los Angeles, CA

01/2023-Present

Manager, Brands (02/2025-Present)

- Continue responsibilities in the Associate Manager role.
- Manage 3 AT&T gaming sponsorships as agency point of contact by overseeing internal stakeholder, client, and external partner communications, strategy, and deliverables execution.
- Evaluate post-event/year-end performance for 5 AT&T partners by auditing contractual deliverables, conducting earned media valuations, and developing partnership key learnings; presented comprehensive recap results to clients.

Associate Manager, Brands (01/2023-02/2025)

- Managed 2 AT&T gaming sponsorships as agency point of contact by overseeing multi-stakeholder strategy and execution.
- Audited contractual deliverables, conducted earned media valuations, and developed partnership key learnings for 5 AT&T partners; presented recap results to clients.
- Monitor and analyze gaming and esports market and sponsorship trends as gaming team lead for Wasserman's internal learning & development (L&D) program and client-facing AT&T weekly reports.
- Introduced 2 multiyear ambassadors to AT&T's gaming sponsorship portfolio to fulfill DE&I initiatives – inclusive of talent sponsorship package solicitation, partnership valuations, contract negotiation, and client consultation (Q3-Q4 2023).

UCI ESPORTS, Irvine, CA

05/2021-09/2022

Partnerships & Marketing MBA Intern

- Developed and executed 2021-2022 marketing plans to fulfill sponsorship obligations for 3 partners; deliverables secured gaming gear for 20 scholarship players and \$20K in funding for the UCI Esports program per quarter.
- Engaged 2.5K+ in-person attendees at 5 Year Anniversary event by promoting sponsored giveaways and products.

SIRIUSXM (SXM), Remote

06/2022-08/2022

Business Development & Streaming Partnerships MBA Intern

- Developed an industry overview and partnership strategy for SiriusXM to enter the esports market; presented research and strategic recommendations live to multiple internal SiriusXM teams.
- Built an Excel-based financial model to evaluate new business opportunity between SXM and prospective OTT/TV partner; developed subscription forecasts, P&L, and marketing funnel economics.
- Built a comprehensive internal business development stakeholder map to facilitate cross-functional collaboration with Finance, Legal, Marketing, Product, Advertising, Music Licensing, and Talent Relations teams.

VIETNAMESE AMERICAN CANCER FOUNDATION (VACF), Fountain Valley, CA

07/2019-03/2020

Development (Special Projects) Coordinator

- Oversaw grant-making and quarterly/biannual/annual reports for awarded proposals valued at over \$165K.
- Fundraised \$135K+ at the 275-guest gala by managing event strategy, donor engagement, and marketing campaigns.

VERVE TALENT & LITERARY AGENCY, Los Angeles, CA

04/2019-07/2019

Agent Trainee

- Trained 7 interns and 5 mailroom employees to fulfill administrative responsibilities and daily agency operations.
- Provided ad-hoc administrative support for 12 separate offices in Film, TV, Film Finance, and Publishing departments.

GLOBAL GIRLS LEADING OUR WORLD, Santa Ana, CA

12/2014-08/2018

Program Manager (01/2017-08/2018)

- Directed and trained a team of 20 on job duties to facilitate year-round out-of-school programs that served 250+ students.
- Managed day-to-day and strategic partnerships with 15 local community organizations (e.g. schools, nonprofits).
- Oversaw event strategy and execution for 2 annual overnight college readiness conferences for 90 students.

Program Mentor & Facilitator (12/2014-12/2016)

- Implemented weekly out-of-school literacy, storytelling, and art programs, educating 40-50 students annually.

EDUCATION

University of California, Irvine - The Paul Merage School of Business, Irvine, CA

06/2023

Master of Business Administration (MBA)

University of California, Irvine, Irvine, CA

12/2016

Bachelor of Arts in Film & Media Studies, Bachelor of Arts in Education Sciences