

Abel Mesfin

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SUMMARY

Strategic Partnership Coordinator with 3 years of experience with a proven track record – collaborating closely with Daymond John from Shark Tank, managing strategic partnerships, driving social media growth, and attacking quite literally any roadblock.

EDUCATION

Bachelor of Science in Business Administration in Marketing

University of Colorado Denver • Denver, CO • 2022 • 3.71

EXPERIENCE

Strategic Partnership Coordinator

The Shark Group

January 2023 – Present, New York, NY

- Collaborate closely with Daymond John from the multi-E Emmy® Award-winning Business TV Show, Shark Tank.
- Manage and assist strategic partnerships using John's NIL for brand activations, investment deals, barter and exclusive partnerships.
- Curate, develop, and produce social media content for John's and the Black Entrepreneur's Day social platforms growing Instagram reach by 143.6% < three months.
- Effectively manage the 4th annual Black Entrepreneur's Day giving away \$250,000 in grants and featuring the likes of Shaq, Kevin Hart, Spike Lee, Venus Williams, and many more.
- Launch a new entity connecting minority vendors to top Fortune 500 companies – legal filings, invoice tracking, and opportunity pipelines.
- Fine-tune the Salesforce and sales process for partnership opportunities, web leads, and data cleanup.
- Team management of projects for partnership deliverables, CEO consulting, and social media content.
- Spearhead one-off projects ranging from web development, brand positioning, media decks, and AI exploration.

Marketing Coordinator

Vital Learning, LLC

June 2022 – Present, Denver, CO

- Create blog content written to drive SEO related to Leadership Development and other related topics.
- Generate reports based on blog performance and reach.
- Operated within CRM (Hubspot) for constructing email campaigns, blog subscriber content, and tidiness.
- Create mock posts for social media and track analytics.

Business & Partnership Development Intern

Dune7

June 2022 – August 2022, New York, NY – Remote

- Execute biz dev outreach strategy through new business prospecting, utilizing all available channels (LinkedIn, email, telephone, events).
- Set a framework for approaching new prospects – obtain a deep understanding of the company and key contacts.
- Maintain CRM (Hubspot) with a keen focus on data hygiene.
- Secure new prospect calls with clients in the travel space.
- Attend new business conference calls, compiling detailed notes for follow-up.
- Participate in link-building outreach for existing travel client projects.

Business Development Intern

The Shark Group

September 2021 – May 2022, New York, NY – Remote

CERTIFICATIONS

Content Marketing

Hubspot • 2022

I've demonstrated content based work & best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis and increasing results through growth marketing.