

Yadin Bromberg

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QUALIFICATIONS

Marketing and partnerships strategist connecting global brands to youth culture through creator-led campaigns, digital strategy, and experiential activations. Experienced in shaping creator programs, audience insights, brand partnerships, and developing creative campaign concepts executed across digital and live platforms. Known for pitch narratives that convert sponsors and programs which generate press and community engagement.

WORK EXPERIENCE

TCL Chinese Theatres — *Director, Business Development – Gaming & Partnerships*

June 2019 – July 2025

- Repositioned TCL Chinese Theatres in gaming/entertainment via creator campaigns, live events, and brand partnerships; earned coverage in Variety and ESPN.
- Built sponsorship strategies and pitch decks that progressed multi-million-dollar brand deals with Gen Z/creator focus.
- Delivered media-buyer-ready proposals with insights, creative routes, and measurement plans.
- Managed creator ops: talent sourcing, usage rights, and deliverables aligned to partner calendars.

Global Gaming League — *EVP, Strategy & Partnerships*

May 2023 – January 2024

- Defined GTM strategy, partner positioning, and activation frameworks for a creator-led league, with launch frameworks adopted by leadership.
- Mapped brand goals into creator programs (UGC, livestreams, TikTok/Shorts, Discord engagement) with clear performance ladders.
- Produced pitch decks and sponsorship models that opened executive-level conversations with entertainment, fashion, and tech brands.

PRO Management Group — *Content Director & Talent Rep*

December 2016 – January 2018

- Scoped retail tour concept with creator-led pop-ups and experiential activations.
- Built sponsor-ready creator campaigns for UFC athletes, YouTubers, and gaming influencers.
- Collaborated with talent, brands, and production teams to align campaign creative with sponsor KPIs and deliverables.

EDUCATION

Touro University Worldwide

Bachelor of Arts Degree – Industrial and Organizational Psychology

SKILLS

Technical Proficiency

Google Analytics, G Suite, Microsoft 365, Monday, WordPress, Trello, Slack, Photoshop, Premiere Pro, Mailchimp

Core Competencies

Partnership Development, Marketing Strategy, Campaign Planning, Audience Insights, Cross-Functional Collaboration, Creative Direction, Influencer & Creator Marketing, Strategic Storytelling, Experiential Marketing