

# DANIELLE BETTERMAN

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Professional results driven accounts, promotions, marketing, sales, ecommerce, and sponsorship director with strong background in digital, entertainment, live event execution, and non-profit organizations. Recognized as an effective and influential communicator, team leader, and director; building rapport with team (remote and in house) along with clients - focusing on achieving goals and milestones ahead of schedule. Proven record of increasing sales figures YOY.

## EXPERIENCE

### JANUARY 2017 – PRESENT

#### **DIRECTOR**, BETTER PIGGIES RESCUE 501(C)3

Establishes goals and objectives; policies and procedures; evaluation and planning necessary to ensure that the programs and services provided are consistent with rescuing, rehabilitating, and education the public on pot belly pigs. Responsible for the integrity of the administrative structure, sound fiscal management, public accountability, volunteer programs and the provision of quality services through the non-profit platform. Increases revenue and event participation, plus building the donor file, by driving efficient leads and conversions through social media including but not limited to LinkedIn, Facebook and Instagram. Event-level social media and cultivation plans to optimize event FB pages, recruiting for fundraisers online and at the sanctuary, utilizing direct messaging for retargeting campaigns to maximize revenue and growth, and providing support as needed for event level volunteers.

### FEBRUARY 2019 – MARCH 2020

#### **DIRECTOR OF EVENT SALES**, BOWLERO CORP

Mentor a team of Group Event sales staff and set sales goals to assist with the overall inbound/outbound sales efforts for 6 venues in Arizona including Bowlero, Bowlmor, and AMF. Used sales knowledge to guide the team in order to hit established sales benchmarks. Lead the sales efforts for the company's outbound and inbound sales hitting over \$100k and more per month. Winner of top sales award (Top Gun) in Q1 2019. Develops and grows relationships with center managers and outside vendors. Leads sales efforts by translating leadership into overall revenue from assigned market segments. Clearly communicate to prospective clients the features and benefits of the company's properties and event packages. Work with a sales system to track, collect data, produce contracts, and produce quality reports that help with sales efforts.

### OCTOBER 2008 – FEBRUARY 2019

#### **DIRECTOR OF SALES**, HARKINS THEATRES CORP

Responsible for managing sales programs including ancillary in theatre and corporate programs (auditorium rentals, e-commerce, sponsorship, business development). Cross departmental function to execute and develop new programs and revenue streams. Responsible for sales over \$27 million in 2017 and coach/develop staff of eight to further personal development, meet company goals and increase sales. In addition to existing sales responsibilities of summer programming (Summer Movie Fun), e-commerce products such as gift cards and VIP tickets,

rentals/events at all locations, gaming on screen, screenings and Alternative Content, includes the management of digital elements in theatres (Camelview, Chandler Fashion, Arvada, etc) and Online (harkins.com), Premium Popcorn sales and production, film festival contracts, studio sponsorship, HDN, and handled account management which included negotiation and contract development for ATM, arcade, Coca-Cola, FedEx, Costco, Screenvision, and all Alternative Content (opera/ballet, Fathom, streaming eSports gaming, virtual reality, and Tuesday Night Classic talent) programs. Creates marketing plans and manages budgets for all events and digital opportunities. Assisted Operations and Marketing with on-site events such as red carpets, media, special company events, ground breakings, and talent appearances.

**PREVIOUS JOB TITLES:** MANAGER OF CORPORATE SALES (2014-2016); EVENT COORDINATOR (2008-2014)

## EDUCATION

**BACHELOR OF ARTS,** ARIZONA STATE UNIVERSITY WEST

Major: Communications

**ESTHETICS LICENSE,** ARIZONA STATE BOARD OF COSMETOLOGY

## SKILLS

- B2B Sales
- P&L Management
- Budget & Forecasting
- Account Management
- Contract Negotiations
- Team Development & Hiring
- Social Selling Phone and Email Communication

## REFERENCES

**PAUL NOVIS,** VIDEO MANAGER – **HARKINS THEATRES**

602-487-3671

**TAYLOR BAKER,** BUSINESS DEVELOPMENT MANAGER – **CCS**

602-481-1114

**CASSIDY DOLLER,** MANAGER, DIGITAL COMMUNITY – **WINSIGHT LLC**

602-481-1114

**LANDON TRUSCOTT,** CUSTOMER SERVICE REPRESENTATIVE – **SHEA HOMES**

602-247-1348

**ERIC MCCARTNEY,** DIRECTOR OF PRODUCT DEVELOPMENT – **HARKINS THEATRES**

602-326-3685