

Mason Bending

Cape Coral, USA 33990

239-699-9616

masonbending@gmail.com

Professional Summary

Partnerships Manager with 10 years of experience in the automotive industry, known for driving significant growth and engagement. Expertise in budget management, social media strategy, and team leadership has resulted in generating record setting revenue and achieving consistent year-over-year growth of over 60%. Proven ability to form strategic partnerships and enhance brand presence while delivering comprehensive performance metrics. Career ambitions include leveraging these skills to further amplify organizational success.

Skills

- Budget Management
- Social Media Strategy
- Team Leadership
- Strategic Planning
- Data Analysis
- Performance Metrics
- Brand Development
- Partnership Management
- Customer Service
- Technical Support
- Video Editing
- Leadership
- Project Management

Employment History

Sponsorships & Partnerships Manager, 11/2022 — 11/2024

Tire Streets

- Cultivated relationships with existing partners to ensure long-term success.
- Developed and implemented strategic plans to secure new partnerships.
- Negotiated and created partnership contracts alongside the legal department.
- Assessed the performance of current partnerships and developed recommendations for improvement.
- Created detailed reports on partnership activities and outcomes for management review.
- Developed contingency and drivers programs for drift, rally, and track segments.
- Created and implemented event activation strategies that drove brand awareness.
- Secured multi-year agreements with partners such as Nate Hamilton, Adam LZ, Grant Anderson, Chris Rudnik, and more.

Director of Operations, 03/2020 — 12/2022

Five Bar Motorsports — Fort Myers, Florida

- Collaborated with the owner to define growth strategies, fostering significant business expansion.
- Formed strategic partnerships across motorsport disciplines, enhancing brand presence.
- Produced and managed all social media content, driving online engagement, and visibility.
- Administered annual budgets, ensuring consistent financial growth and stability.
- Recruited, trained, and supervised employees, optimizing team performance and efficiency.
- Developed and execute multimedia content strategies, enhancing brand visibility and engagement across social media platforms and YouTube.
- Built and maintained strong relationships with manufacturers, distributors, and clients, ensuring smooth project execution and customer satisfaction.
- Orchestrated end-to-end project management, from creating detailed estimates to overseeing component procurement and final delivery

Wholesale Account Manager, 08/2019 — 03/2020

Nahm Industries — Fort Myers, Florida

- Managed inquiries across social media and phone, enhancing customer engagement and satisfaction
- Processed wholesale purchase orders, ensuring timely and accurate fulfillment
- Sought new distribution partners, expanding customer base and market reach

- Verified dealer applications and tax documentation, maintaining compliance
- Established partnerships with drivers and brands, fostering long-term collaborations
- Handled sales, technical support, and customer service inquiries across multiple channels
- Managed social media presence, engaging with customers on Instagram and Facebook
- Processed refunds and cancellations using Shopify and QuickBooks, ensuring accuracy
- Achieved measurable improvements in customer satisfaction through effective problem-solving

Sales & Support Associate, 06/2018 — 08/2019

Import Image Racing — Fort Myers, Florida

- Provided product information and price quotations to customers.
- Assisted sales team with product demonstrations and presentations.
- Processed customer orders, returns, exchanges, and refunds.
- Researched potential leads in target markets to identify new business opportunities.

Store Manager, 04/2015 — 06/2018

O'Reilly Auto Parts — Cape Coral, Florida

- Recruited, trained, and coached a team of 20, achieving the district's first \$1M store
- Set and maintained sales goals, consistently meeting corporate metrics
- Managed inventory, cash, and balanced monthly P&L reports with precision
- Built strong relationships with wholesale customers, conducting weekly sales calls
- Led team to significant sales growth and operational efficiency

Education

Florida Southwestern State College
Associates

Languages

English, Expert

Personal Information

- Age: 31
- Nationality: American