ESTHER PAOLA ROMERO

BUSINESS DEVELOPMENT & SALES LEADERSHIP
ENTERTAINMENT MARKETING & ADVERTISING

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PROFESSIONAL SUMMARY

MBA-credentialed business development and sales leader with 16+ years driving sales enablement, client relationships, and revenue-focused strategy across entertainment marketing, advertising and brands with a track record of managing and mentoring sales teams and leading large-scale production teams of up to 25, ready to bring that combined leadership experience to any large to small teams

EDUCATION

MBA, Entertainment Management | Woodbury University | Burbank, CA | 2026

Capstone: Led a team of 3 in a sales and revenue growth strategy for a local business turnaround; 15% social engagement, 20% website traffic, and 12.5% sales revenue increase

BA, English | UC Riverside
Riverside, CA | 2010

CORE SKILLS

Leadership & Sales: Sales Team Management & Coaching, Sales Enablement, New Business Development, Client Relations, CRM Database Management, Cross-Functional Leadership, HubSpot Sales Management Certification, Salesforce Sales Operations Professional Certificate, Adobe Marketing Specialist Certificate

Tools: CRM + Automation (Salesforce, HubSpot), Slate, Wiredrive, Bandcamp, Frame.io, Notion, Airtable, Monday.com, Adobe InDesign + Photoshop, Microsoft Office Suite, Google Workspace, Slack, Squarespace, Canva

Additional: Business Development Strategy, Bilingual (English/Spanish), New Hire Onboarding, Presentation Development (Creative Decks, Newsletters and Printed Marketing Material)

EXPERIENCE

Freelance / Contract
Los Angeles, CA | 2024 - 2026

Tool of North America | Production Manager
- Ran creative operations and client-facing delivery for a commercial campaign with Amazon AWS

Prodigal Pictures | Production Manager
- Managed staffing and budgets for a multi-million-dollar VFX production (Sphere, Las Vegas), reconciling burn rates with finance and onboarding 50+ staff with no gaps
- Made hiring and termination calls on artists when work quality and pay rate didn't align, and passed on candidates who didn't match required technical systems
- Declined overbidding vendors and contractors to protect the production budget

Impossible Objects | Production Manager
- Led a 25-person team across $700K in project budgets, overseeing client-facing QC and approvals on 325+ assets

Giantstep | Studio Manager
Glendale, CA | 2022 - 2024
- Ran day-to-day studio operations, managing schedules and group travel for 10 high-profile shoots and award shows for a team of 5 executives

JKH Consulting | Executive Assistant
Manhattan Beach, CA | 2017 - 2019
- Briefed key clients including LA Metro and the LAWA People Mover Train System on active projects, keeping approvals and timelines on schedule

Big Block Media Holdings | Business Development Coordinator
El Segundo, CA | 2016 - 2017
- Worked closely with the studio Managing Director, Executive Producers and Director of Business Development
- Helped strategize and organize sales trip to Austin, Chicago, San Francisco, NYC & Cannes with setting up screening opportunities at GSDM, Leo Burnett & BBDO managing an expansive US and International territory
- Liaised directly with potential agency clients, building relationships that supported new business development
- Partnered with designers and creative directors to prepare sales reels for potential client review, aligning creative presentation with business goals
- Developed and maintained a Salesforce CRM database to support the sales team's pipeline visibility and client tracking

Claire & Co | Sales Team Lead
Manhattan Beach, CA | 2013 - 2016
- Managed and coached a team of 2 sales interns; drove a 7.5% increase in sales through a proactive, hit-the-pavement approach
- Led clients through agency partnership opportunities with firms including GSD&M, McCann, and Goodby Silverstein & Partners
- Created marketing solutions to support new business development, tailoring pitches and materials to individual client needs
- Built relationships with prospective agency clients to open doors for new business

Prologue Studios | Executive Assistant
Venice, CA | 2010 - 2012
- Supported main title production on Iron Man 2, the Metal Gear Solid series, Tron: Legacy, and American Horror Story