XA V I E R V I L L A L O N

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OBJECTIVE

To provide senior level leadership in event booking, sales, marketing, promotions, public relations, event productions, and day-to-day operations.

PROFESSIONAL EXPERIENCE

**Vice President of Marketing & Sales** July 2018 – Oct 2020

*VenuBlue – San Antonio, TX*

* Lead business development and on-going management of all sales and marketing initiatives on collateral, digital and social media platforms
* Develop long-range growth strategies and supported President in client acquisition, resulting in several development consulting and management contracts
* Worked with executive team leadership to ensure the overall strategic direction of the marketing team is consistent with corporate objectives
* Oversee the strategy, planning and execution of the marketing plan including public relations, social media, sponsorship partnerships, digital marketing activities and content strategies
* Develop brand identity, creative assets and brand guidelines

**General Manager** Sept 2010 – July 2018

*SMG - Laredo Energy Arena, Laredo, TX*

* Responsible for the overall direction, coordination and evaluation of Finance, Operations, Marketing, and Food & Beverage departments.
* Manage over 20 professional full-time staff including Directors and Managers who supervised over 250 part- time employees.
* Serve as a resource and an advisor to the City Manager, elected officials and community leaders, involving key strategic facility revenue opportunities and services, community projects and programs.
* Negotiate lease agreements and contracts with team tenants, clients, event organizers, promoters, and agents.
* Succeeded in achieving budget each year, helped generate over 325K in annual advertising sales, increased event bookings and attendance on an annual basis.

## Executive Producer/Managing Partner May 2010 – Jan. 2014

## *Dinosaur-Quest, San Antonio, TX*

* Created concept, managed and executed all marketing, operations, and business related objectives.
* Created and executed website, print material, online and radio promotions.
* Managed day to day operations, and generated close to $400,000 in gross sales annually.

## Director of Marketing and Sales Oct 2008 – Sept 2010

## *World Audio & Lights, San Antonio, TX*

* Managed all marketing and business development operations
* Diversified the day-to-day business, by creating an LED lighting distribution company.
* Built relationships with leading regional and national lighting and productions companies
* Created website development and new branding efforts

## Director of Marketing and Sales Nov 2003 – May 2008

## *SMG - American Bank Center, Corpus Christi, TX*

* Managed all marketing, press relations and sales for the American Bank Center, which consisted of a 10,000 seat Arena, 150,000 sq. ft. Convention Center, and a 2,500 seat Selena Auditorium
* Sold and managed 3 million dollars of annual advertising, suite, and club seat inventory
* Worked directly with Live Nation, AEG, WWE, Feld Entertainment, and other promoters on market and event analysis
* Created sponsorship efforts and brought in alternative revenue streams that helped consistently meet the facility’s budgets from ‘03-‘08

**National Account Executive**  Dec 2000 – Nov 2003

## *Univision Television Group, San Antonio, TX*

* Represented over 70 Univision and Telefutura Television stations throughout the United States and Puerto Rico
* Negotiated and maintained national television media schedules
* Sold and managed over an average of 3.5 million dollars annually

**Hispanic Network Negotiator for Procter and Gamble** Jan 1999 – Dec 2000

## *Bromley Communications, San Antonio, TX*

* Developed negotiation strategies for P&G Broadcast Account of Record
* Negotiated National and Local Television and Radio (annual budget over 55 million dollars)
* Maintained activity for over 26 P&G brands

ADDITIONAL SKILLS

* Bilingual and bicultural
* Proficient in HTML, Photoshop, Windows XP, Microsoft Word, Excel, PowerPoint, media software and various

editing software

* Extensive Hispanic market knowledge
* Interpersonal and organizational skills that have proven highly effective in establishing working relationships at all levels

EDUCATION

* Bachelor of Administration- Management
* University of Incarnate Word, San Antonio, TX

REFERENCES

* Mr. Louie Barrios Restaurant Owner, Los Barrios 210-771-7011
* Mr. Lane Arnold DIN Productions 214-893-2858