

TODD PANZICA, MBV

Multi-Faceted Professional

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PROFESSIONAL SUMMARY

Dynamic and multi-faceted Business Professional currently excelling as Strategic Partnership Manager. Skilled at leading cross-functional teams across business development, partnership planning, financial planning, brand marketing, and sales initiatives. Versatile leader capable of relating to staff across all departments thanks to diverse experience & adaptability. Excels at retaining high-value staff and affiliates as well as customer relationship management and multi-industry strategic leadership. Seeking to leverage this advanced versatility alongside specific industry/role expertise to take the next valuable career step into a challenging position with room for growth.

SKILLS

- Project Management Expertise
- Business Development Acumen
- Account Management Expertise
- Community/Brand Management
- Cross-functional Collaboration
- Relationship Management
- Sales, Branding, & Marketing
- Multimedia Production/Editing
- Research, Reports, Analyses
- Go-to-Market Strategies
- Data-Driven Governance
- Technology Business Planning
- Organizational Partnerships
- SaaS Strategies & Programs
- Financial & BI Analyses
- Salesforce CRM Software
- Revenue Opportunities
- Fiscal Management Expert
- Growth & Relations Strategies
- Up-Selling & Cross-Selling
- Customer Service/Engagement

EXPERIENCE

Genesis Digital, LLC

Strategic Partnership Manager

San Diego, CA

03/2020 – Present

- Facilitates strong business relationships with partners by promoting products/services with dynamic and ever-changing strategies such as advertising and sponsorship programs.
- Responsible for working with outside partners to bring in more than \$1.1M in new business each month.
- Onboards new partnerships including internal/external collaborations with various teams for project success.
- Initiates agreements and renewals with partners, building mutual consensus on the direction of the partnership.
- Ideates & implements new project ideas designed to strengthen partnerships and attract new collaborators.
- Leverages exceptional communication coordinate solutions, create synergies, and facilitate growth strategies.
- Partners with business to build channel sales and forecast any oncoming strategic changes/challenges.
- Crafts an ironclad organizational network with target outreach and comprehensive project planning skills.
- Oversees partner initiatives with careful analysis and reporting structures designed to pre-empt potential issues.
- Ideates growth plans & opportunities capable of delivering positive impacts on key business metrics.
- Evaluates new business and market opportunities with the goal of prospecting potential partnerships.

U.S. Bank

Business Banking Specialist

San Diego, CA

09/2018 – 01/2020

- Fostered strong relationships/partnerships by acting proactively on client needs, regularly calling on potential and existing small businesses with revenues under \$15M.
- Developed business banking accounts including account strategy, execution, and management among others.
- Successfully spearheaded relationship oversight with several U.S. Bank branches in North County San Diego.
- Orchestrated management of tax returns, balance sheets, cash flow statements, and income statements to determine client creditworthiness, easing business loan and credit processes considerably.
- Collaborated with internal teams/departments to facilitate cohesive operations and more successful strategies.
- Championed Small Business Banking products and services with customers including loans & credit lines up to \$250K, deposit/savings accounts, credit cards, equipment finance, treasury management, & merchant services

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City National Bank

Research Sales Analyst

La Jolla, CA

07/2017 – 09/2018

- Generated business intelligence reports on specific companies, properties, and industries valued above \$20M.
- Utilized Salesforce databases to update/record commercial banking client data, simplifying future analyses.
- Communicated with supervisors and senior leadership on specific market/regional sales needs, ensuring more consistent meeting of company needs, leveraging these opportunities to maximize potential revenue.
- Deployed technical/non-technical marketing collateral as well as presentations, public relations campaigns, articles, and newsletters to better leverage credibility and client awareness.

Panzica Creative Solutions, LLC

Business Owner

San Diego, CA

09/2011 – 07/2017

- Ideated compelling branding solutions for business owners by leveraging course design, video production, web design, graphic design, content writing, account management, SEO, and online advertising skills.
- Ensured consistently high-quality services that ensured positive trends in all clients' online presence/marketing.
- Achieved \$10M+ in sales through facilitation of these close product advertising partnerships.
- Delivered high sales impacts for domestic/international clients through brand-aligned marketing/SM projects.
- Regularly met/exceeded customer expectations, financial parameters, and project timelines.
- Expanded company portfolios by regularly seeking new opportunities for multimedia educational, technological, and product marketing projects, actively expanding and solidifying partnerships.

Sonic Automotive Inc/Sunroad Automotive

Internet Sales Manager

San Diego, CA

06/2013 – 02/2016

- Regularly exceeded monthly new/pre-owned sales quotas, averaging 12-15 cars per month thanks to dedicated online advertising and consumer engagement efforts.
- Established strong & satisfactory relationships with customers, regularly earning "outstanding" survey ratings.
- Excelled at communicating/negotiating with diverse clientele, ensuring consistently high-quality client service.

Jenkins Internet Marketing | Multimedia Marketing Manager

La Jolla, CA | **12/2009 – 09/2011**

- Led video production, course development, and graphic design, launching products valued at \$5M each.
- Supervised 10 direct-reports, tracking project schedules and budget compliance to meet company objectives.
- Project-managed 10 educational/commercial projects for 12 separate clients with a combined gross of \$25M.

Various Companies | Multimedia Consultant

San Diego, CA | **01/2007 – 12/2009**

- Coordinated accounts, provided technical video standards, encoding, and QA testing with Youreeeka!, Inc.
- Acted as Multimedia Specialist with Seacoast Media serving as videographer, and specific content editor.
- Performed database administration and migration as a Technical Writer for Cox Communications.
- Partnered with animation teams on large-scale projects for countless fortune 500 clients, i.e., Boeing.
- Served as Assistant Production Coordinator, delivering projects for Inhance Digital Corporation.

United States Air Force | Weather Forecaster

Joint Base Elmendorf – Richardson, AK | **07/2001 – 08/2004**

- Forecasted aviation weather in Alaskan territory for both military & civilian agencies. 92% forecasting accuracy.
- Wrote/disseminated weather watch, warnings, and reports while also participating in valuable weather studies.
- Acquired Secret Security Clearance, ensuring careful review and safeguard of all relevant classified information.

EDUCATION & CERTIFICATIONS

Master of Business for Veterans | Entrepreneurship | University of Southern California

05/2017

U.S. Air Force: 2001 – 2004 | **Deans List:** Fall 2016 & Spring 2017

Bachelor of Arts | Telecommunications | Ball State University

Muncie, IN | **07/2006**

Associate of Applied Science | Community College of the Air Force

Montgomery, AL | **2002**

Major: Atmospheric Sciences and Meteorology