

PRESTON CHIN

330 West 45th Street • New York, NY • (404) 276-3775 • chin.preston@gmail.com
Website: www.prestonchin.com

EXPERIENCE

CBS Interactive, New York, NY

Associate Manager, CBS News Integrated Marketing April 2017 – Present

- Collaborated with Product, Content Strategy and Sales to develop over 40 custom sponsorship opportunities for advertisers on CBSNews.com and CBSN
- Optimized sponsorship revenue by analyzing client KPIs and creating financial media plans
- Leveraged first- and third-party data to craft positive narratives about the benefits and success stories of advertising on CBS News Digital
- Launched *Prospect Watch*, a national sales resource to proactively engage potential advertisers

National Basketball Association (NBA), New York, NY

Coordinator, Partnership Solutions

October 2016 – April 2017

Associate Coordinator, Partnership Solutions

August 2015 – October 2016

- Set overall vision and marketed the NBA's first company-wide innovation platform, which crowdsourced ideas from over 1,400 employees for top business priorities
- Researched vendors to identify and integrate digital technology in sponsorship brainstorming, which enabled 13 global offices to participate remotely and increased attendance by 90%
- Developed dashboards to track KPIs of over 200 projects, which Partnership Solutions executives used during staff meetings and performance reviews
- Conducted sponsorship research, led brainstorming, and delivered business cases that signed eight sponsors, including Gatorade to a seven-year, \$250M deal
- Collected fan data to help 30 sponsorship accounts secure renewals and optimize campaigns

Associate, NBA Associate Rotational Program

August 2014 – August 2015

- Selected as one of eight Associates out of 2,500 applicants to the graduate program
- Launched the NBA Development League's content distribution program for over 30 basketball teams, drawing consumption insights from Tableau to guide marketing strategy

EDUCATION

Stanford University, Stanford, CA

September 2010 – June 2014

B.A. in Communication, Minor in Economics

GPA: 3.8/4.0

Honors: Phi Beta Kappa

PROJECTS

NBA Resource Board, New York, NY

June 2016 – April 2017

- Conducted user interviews to better understand issues around resource sharing at the NBA, and built a prototype addressing their needs
- Secured management endorsement to create a company-wide platform after sharing the prototype

COMMUNITY SERVICE

T. Howard Foundation, New York, NY

April 2016 – Present

- Mentored minority college interns to help them enter and thrive in the entertainment industry

New York Cares, New York, NY

February 2016 – June 2016

- Taught SAT to low-income students, increasing scores by an average of over 200 points

SKILLS

Web Development: HTML, CSS, JavaScript, C++ and Java

Data Tools: SQL, Python, Adobe Omniture, comScore and Tableau

Design: Sketch and InVision