
Norman Esses

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PROFESSIONAL PROFILE

Resourceful and relationship-focused professional with a background in the fashion industry and growing experience in media and brand alignment. Seeking to transition into tech sales roles within fintech, SaaS, or AI sectors. Known for a sharp eye for market trends, strong communication skills, and a natural ability to connect products with audiences. Passionate about leveraging these strengths to drive growth in innovative, fast-paced technology environments.

CORE COMPETENCIES

Client Relationship Management • CRM Tools • Strategic Outreach & Networking • Lead Generation & Prospecting
Time Management & Multitasking • Fintech & AI Industry Awareness • Team Driven Individual • Cross-Functional Collaboration

RELEVANT EXPERIENCE

Authentic Brands Group, New York, NY – Manager, Business Development 08/2023 – Current

- Oversee 70+ brands at a \$32B licensing and sports media company, managing 25+ licensing partnerships.
- Prospected and secured new licensing deals over \$10M through market comps, industry research, and strategic brand alignment.
- Evaluated new market opportunities across product categories, increasing licensing revenue and brand reach.
- Built and maintained strong client relationships across manufacturing and retail sectors.

Icon Luxury Group, New York, NY – Project Manager 12/2019 – 07/2023

- Founded and led an online luxury retail platform on Shopify; sourced inventory, built partnerships. And created marketing funnels.
- Drove site traffic through strategic campaign development and brand storytelling.
- Conducted market research and data analysis to optimize pricing and promotional strategies.
- Created social content, responded to customer inquiries, and maintained service excelled across digital platforms.

Icon Luxury Group, New York, NY – Account Executive 11/2018 – 11/2019

- Managed overseas designer brand sourcing and wholesale transactions with outlets like Bloomindale's Outlet and Nordstrom Rack.
- Negotiated pricing, logistics and delivery across B2B channels.

Points Rich Travel, New York, NY – Head of Sales & Concierge

2018 – Present

- Managed global reservations and concierge services with a remote team.
- Built partnerships with luxury hotel chains and optimized client loyalty through white-globe service.

EDUCATION & VOLUNTEER WORK

Brooklyn College, CUNY, Brooklyn, NY

Language: Fluent: English; Basic: Spanish & Hebrew

Sephardic Bikur Holim, Brooklyn, NY – Fundraising Manager

2012 – Present

- Lead fundraising for Disney Marathon initiative raising \$1M+ annually.

TECHNICAL & COMPLIANCE PROFICIENCIES

RELEVANT SKILLS: Microsoft Word, Excel, PowerPoint, Outlook; G-Suites; Salesforce; Shopify; Box