

# SHANE S. BOGARDUS

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## PASSIONATE PARTNERSHIP MANAGER

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Sr Business Development Manager • Creative Partnership Developer • Senior Account Manager  
Relationship Building • Business Acumen • Conflict Resolution • Cold Calling  
Landed Partnerships • Oversaw \$M in Assets • Supervised Teams • Strengthened Relationships  
Drove Revenue Growth • Secured Cash Flow • Launched New Offices • Multiple Award Winner

## WORK EXPERIENCE

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### MeetMax Games; New York, NY

Jan 2022 - present

#### Partnership Manager

- Secured 2 new partnerships within the 1st 30 days of service.
- Increased activity of existing relationships with strategic pricing and company positioning.
- Implemented new operational structures within the user interface to provide a competitive advantage within the industry.
- Spearheaded the launch of a new lead generation process for reseller and partnership selling.

### Tabletop News LLC; Los Angeles, CA

Oct 2023 - Dec 2023

#### Contract // Sales & Marketing

- Launched sales initiative and closed first round funding with industry partners reaching 50% of goal in less than 3 weeks.
- Cultivated existing relationships with strategic pricing and fresh ideation securing commitments for show launch and Q4 of 2023.
- Work with major video and board game developers and publishers on marketing and user registration initiatives for 2024.

### Everything Board Games Magazine

Feb 2021 - Dec 2022

#### Sales Rep/Reviewer

- Developed business strategies for existing game companies and new game developers.
- Provided play tests and reviews for both the digital magazine and online content.

### Arrow IFG, LLC.; Lakeway, TX

Feb 2016 - present

#### Owner/Principal

- Controlled over \$2M in assets in 2022.
- Bolstered revenue by selling 350+ programs in under 5 yrs and transferred over \$3M in assets.
- Supervised the daily operations of 6 Field Agents.
- Secured 52% revenue growth of station broadcast cash flow in 1 quarter.
- Launched a regional office for Central Texas to serve the public employee sector.
- Organized and developed new offices in the Austin, Texas area.
- Functioned as a presenter for the area seminars and Luncheons.
- Played a key role as a member of the National Ethics Association.

### OnRoute Digital Media

April 2012 - Dec 2015

#### Co-founder

- Created, designed, and launched a mobile proximity-based message delivery platform.
- Secured seed investment and launched pilot programs in both the US and European markets.

**620 Firm****Oct 2015 - Feb 2016****Owner**

- Championed the creative design of sales elements for trade show presentations.
- Developed games from prototype to publication.
- Improved products by serving as a play-tester for early design revisions.

**Cumulus Media, Inc.****Dec 2010 - Oct 2015****VP/Market Manager**

- Maintained above 50% Broadcast Cash Flow in 2012.
- Guided a classic rock station launch that went from 14th in the market to #1 among M35-64 in only 3 rating book cycles.
- Organized the largest area music festivals with attendance ranges of 3,000 to 6,000.
- Streamlined a merger transition between former Citadel Broadcasting and Cumulus Media.
- Oversaw all areas of the broadcast organization including handling all programming, engineering, promotions, and sales.
- Negotiated contractual employee agreements with the market's top talent in the industry.

**iHeartMedia****May 2000 - Dec 2010****Regional Account Executive**

- Sold over \$1M in regional and local campaigns to SMBs in 2 different marketing areas of the Northeast in multiple years.
- Received multiple Sales of the Year awards with closing ratios above 40% annually.
- Won marketing contracts for local and regional government programs in Central New York.
- Leveraged extensive expertise in multiple industry verticals.
- Achieved recognition as a certified creative problem-solving facilitator for SMBs.

**EDUCATION**

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**SUNY Institute of Technology; Utica, NY****Bachelor's Degree, Business & Public Management****Herkimer College, Herkimer, NY****Associate Degree, Radio & Television Broadcasting****TECHNOLOGIES, AWARDS, & PROFESSIONAL DEVELOPMENT**

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**Technologies:**

Salesforce, Microsoft Office, Adobe, Quickbooks, Apple programs, Google Suite

**Awards:**

Ad Tech Award winner: San Francisco 2014 for the development of "BreadKrum" Mobile Application

Presidents' Cup Award Winner Q1 '13

Sales Award Winner - Broadcast / Media Industry

**Professional Development:**

Creative Problem Solving Facilitator, Wizard Academy for Creative Thinking