

QUENTIN G. LOVE

Detroit, MI 48226 • Phone: 734.260.2666 • Email: qglove@gmail.com
LinkedIn Profile: <http://www.linkedin.com/in/qlove> • Twitter: [@QGLove](https://twitter.com/QGLove)

PROFESSIONAL EXPERIENCE

Agape Marketing Consultants – Various Global Locations

Marketing Manager

Dec 2011 – Present

- Perform and deliver a market assessment and pivot strategy for a \$2.3MM client vocational service program
- Lead the day to day operations for a nascent social enterprise managing contracted staff of 4, redesigning system model and implementing standard operating procedures
- Co-lead for Sports Dreams Community Development bid for U.S. Olympic Committee youth program based in Detroit
- Transport Manager for the 2011 Pan Arab Games (Doha, Qatar), supervised 11 volunteers, coordinated daily trips for teams and media

Blackstone LaunchPad – Detroit, MI

MBA Marketing Intern

Jan 2011 – Dec 2011

- Maintained LaunchPad's digital, SEM and all social media efforts and moderated the online community content
- Built and implemented an integrated marketing plan to generate awareness for the newly developed LaunchPad program to 32K students and the at-large community across marketing channels and tracked program metrics
- Responsible for managing strategic planning and business consulting services for 150+ enterprises in the program

Agape Marketing Consultants – Detroit

Marketing Manager

Sep 2008 – Sep 2009

- Facilitated a partnership between the Detroit Sports Commission and En Garde! Detroit that resulted in a successful tournament bid and a \$2MM economic impact to Southeastern Michigan
- Negotiated and generated \$55K+ in new revenue opportunities for clients via Experiential and Digital Marketing solutions
- Contracted as Sr. Event Marketing Manager: NCAA® 2009 Men's Final Four® and led (5) community partner programs benefiting 100+ organizations and 10K youth
- Assistant Arena Manager for the 2008 Democratic National Convention, managed route logistics, presented plans to local authorities, Secret Service, Convention Representatives and internal team

Moroch Partners, LP – Novi, MI

Account Executive – McDonald's

Feb 2006 – Aug 2008

- Executed strategic market penetrating initiatives that increased same store sales and visits 3.8% & 5.2% respectively
 - Managed the \$500K African American Consumer/Multicultural Marketing budget, purchasing and daily operations-eliminated underperforming line items and negotiated added value that reduced annual costs by 5%
 - Created & executed the Southern Style Essence Music Festival consumer promotion leading a new product introduction; Multicultural demographic over-indexed by 8%
 - Project Manager for Broadcast Media, Point of Purchase, Out of Home, Print, Consumer Promotions, Branding, Merchandising/Experiential Events and Digital asset productions
 - Managed all Sport Sponsorships, Brand Activation, Regional Licensed Properties and Event Exhibit/Field Events to align with QSR Brand Strategy achieving 2.5MM+ views annually
 - Analyzed sales data and consumer research to discover consumer insights, forecast revenues and expand promotional spend opportunities
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PROFESSIONAL EXPERIENCE

WAYNE STATE UNIVERSITY SCHOOL OF BUSINESS

Detroit, MI

MBA – *Strategic Marketing & International Business: 3.25 GPA*

August 2011

- Congressional Black Caucus Foundation Scholarship Recipient
- Wayne State University School of Business Scholarship Recipient
- International Research Initiative – Cape Town, South Africa
- Small Business Assistance Consulting Club

Summer 2010

UNIVERSITY OF MICHIGAN

Ann Arbor, MI

BA – *Sport Management & Communication*

April 2002

- Stephen J. Galetti Award Recipient
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LEADERSHIP & COMMUNITY INVOLVEMENT

- **Boys Hope Girls Hope of Detroit** – Jr. Board Member; Scholar Involvement Committee, Co-Chair
- **The ABC's of Marketing** – Authored a series of marketing eBooks available on Amazon
- **Student Mentor Partners** – Mentor to a High School Student