

Idrissa Dieng

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SUMMARY

Talented Sports agent with strong educational foundation and background in sourcing top talent and securing high value contracts and sponsorship deals. People person with a persuasive negotiation style, creative mindset, and exceptional marketing acumen.

HIGHLIGHTS

- Contract negotiation
 - Expense control
- Advanced problem solving skills
 - Media appearances
 - Talent Management
 - Legal knowledge
 - Flexible schedule
- Decisive and proactive nature

EXPERIENCE

Yaram sports Management 10/11/2018/Current football intermediary

- Met with and signed leading sports talent
- Cultivated beneficial industry relationships
- Garnered positive publicity for clients and sponsors
- Collaborated with team to drive sustained growth and business development
 - Negotiating lucrative sponsorship deals for clients

Yaram arts and culture 20/07/2010/ Current

- Cultural promotion on ARTISTE worldwide
- Manage complex business deals for top artists clients
- Maintain beneficial relationships with media and industry contacts
- Create engaging and affective marketing materials to increase consumer buy-in
 - Made travel arrangements for clients

EDUCATION

West Midlands college : language/ French and Spanish

Wolverhampton University: Sports Management and Minor in Marketing