
Kaleena Qualls

Los Angeles

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PROFESSIONAL SUMMARY

Partnership and experiential strategist with 20+ years of experience shaping sports and entertainment platforms for Fortune 500 brands. Known for translating complex partnership ecosystems into clear strategic direction, scalable engagement frameworks, and culturally resonant activation models. Experienced in guiding naming rights platforms, sponsorship portfolios, and multi-market experiential investments from insight through execution. Trusted advisor to senior clients, driving measurable impact across sports, entertainment, and cultural touchpoint

EXPERIENCE

Senior Account Executive

Innocean USA | Kia America – Kia Forum Partnership
Huntington Beach, CA | 2022 – Present

Lead strategic governance of Kia America's naming rights partnership at the Kia Forum, serving as primary advisor on experiential direction, sponsorship optimization, and portfolio scalability

- Designed a structured experiential governance model integrating CRM capture, vehicle discovery incentives, and tiered engagement frameworks to strengthen sponsorship ROI.
- Developed scalable activation systems intended to inform cross-property expansion across additional Kia venue partnerships.
- Established KPI architecture and reporting frameworks to quantify engagement depth, owner conversion, and asset performance.
- Translated sponsorship assets into culturally relevant, audience-driven experiences aligned to sports and entertainment programming.
- Guided cross-agency and client alignment to streamline partnership operations and clarify portfolio-level strategy

Experiential Supervisor / Senior Producer

CHEIL USA | Samsung Mobile National Experiential Platform
Plano, TX | 2020 – 2022

Directed development and multi-market expansion of Samsung Mobile's national experiential platform, leading strategy, production governance, and operational execution across major U.S. markets. Oversaw full program lifecycle from concept through execution while strengthening scalability and cross-market consistency.

- Led end-to-end production and strategic oversight across five major markets, managing a \$15M+ annual experiential budget.
- Scaled the platform into five new markets in 2022, tailoring activations to local cultural insights and audience demographics.
- Supervised cross-functional agency teams and external production partners; Implemented process improvements and standardized workflows to optimize operational scalability and reduce production risk.
- Executed flagship retail activations within Samsung Experience Stores, integrating hands-on technology demos and immersive consumer engagement.
- Oversaw national program reporting and performance analysis to inform ongoing optimization and future investment strategy.

Associate Account Director

The Marketing Arm | Nissan North America Sports Marketing

Dallas, TX | 2015 – 2020

Led strategic direction of Nissan College 100, a national collegiate sponsorship portfolio spanning 100+ universities, focused on increasing brand affinity within NCAA environments.

- Directed multi-market activation strategy across 100+ collegiate sports partnerships; Managed multi-million-dollar program budgets, including forecasting, reconciliation, and asset optimization across regional markets.
- Developed multi-market partnership strategy aligning national brand objectives with localized campus engagement.
- Built experiential frameworks that enhanced asset value across priority athletic programs.
- Led expansion of Mobile Tour platform to elevate sponsorship visibility and deepen fan immersion.
- Partnered with regional dealer groups to extend national strategy into localized cultural platforms, including the Nissan Nightlife concert series.
- Oversaw integration of Heisman assets into experiential programming to strengthen partnership storytelling.

Account Executive

The Marketing Store | McDonalds USA AACM National Experiential

Chicago, IL | 2012 – 2015

Supported national experiential marketing initiatives for McDonald's USA, overseeing high – volume promotional platforms and retail activation programs across multiple markets.

- Managed large-scale consumer engagement programs and national promotional campaigns, ensuring on-time, on-budget execution across regional markets.
- Coordinated cross-functional teams including creative, production, and field marketing partners to maintain operational consistency and brand standards.
- Oversaw vendor partnerships, asset logistics, and reporting frameworks to support performance visibility and program accountability

EDUCATION

The University of Texas, Austin – *Masters Advertising*

Southern Methodist University, Dallas – *Bachelor of Science, Psychology*

STRATEGIC CAPABILITIES

Partnership Portfolio Strategy | Cultural & Audience Insight Development | Sponsorship Optimization & Asset Valuation | Experiential Framework Design | Cross-Property Governance Models | Strategic Brief Development | Sports & Entertainment Ecosystem Fluency | Client Advisory & Executive Communication | New Business Strategy & Growth Planning