

Danielle Nicholson

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Objective

Visionary business leader with a proven track record in strategic business development, revenue growth, and high-impact partnerships in the gaming and digital media industries. Adept at driving cross-functional collaboration, executing large-scale deals, and optimizing operational efficiencies. Experienced in leading high-performing teams, managing P&L, and navigating complex negotiations to drive sustained business success.

Summary of Qualifications

- Strategic Partnerships & Deal Execution
- Revenue Growth & Business Expansion
- P&L Management & Forecasting
- High-Stakes Negotiations
- Cross-Functional Leadership
- Go-To-Market Strategy & Execution
- MEDDPIC and Sales Enablement
- Team Building & Organizational Leadership
- Digital Content & Gaming Industry Expertise
- Salesforce, Jira, Clari, Sensor Tower, Word, Excel

Professional Experience

Oculus Publishing | Meta.

Manager, Sourcing Contracts

Contracts & Sourcing Specialist via Magnit Global Contract

Remote | Atlanta, Georgia

February 2025 – Present

February 2024 – February 2025

- Managed and negotiated contracts for Oculus Publishing's external game development partnerships, completing 130+ contracts annually.
- Reduced average contract execution time from 40 to 15 days, accelerating deal closures and go-to-market timelines.
- Led cross-functional collaboration across content sourcing, operations, finance, legal, and production teams to streamline contract processes and optimize partnership execution.
- Coordinated interests of all internal and external parties by supporting pre-greenlight documentation.

Unity Technologies

Senior Manager, Client Partners

Remote | Atlanta, Georgia

February 2023 – January 2024

- Led a team of six Client Partners, managing a \$200M+ sales pipeline across licensing, cloud services, consulting services, and co-development agreements.
- Negotiated complex global customer consolidations and unique deal structures, securing high-value agreements (Take-Two, Meta, Scopely, Sony, Apple, Netflix Games)
- Partnered with finance and legal teams to develop custom financial models supporting strategic deal negotiations.
- Managed customer conversations and team morale through an unprecedented shift to Unity's Runtime Fee business model.

Senior Client Partner, Games Sales & Partnerships

April 2021 to February 2023

- Exceeded annual revenue targets with individual contracts exceeding \$2M+, securing 120%+ ARR revenue renewal.
- Managed key relationships with 50+ gaming studios and digital entertainment partners, aligning business strategies for long-term growth.

- Drove solution-based sales and technology adoption strategies, supporting product scalability and market expansion.
- Drove XFN collaboration with Unity Sales Engineers, Developer Support Managers, R&D, Product Marketing, Finance and Legal to optimize partnerships best practices.
- Conducted SaaS sales and Enterprise-level licensing management for Unity's editor, Backtrace, Odin, Plastic.

Cartoon Network Digital & Adult Swim Games

Atlanta, Georgia

Partnerships Manager, Licensed Games

August 2016 to February 2021

- Doubled IP licensing revenue over five years and expanded digital console games into global retail markets.
- Led strategic partnerships securing licensing deals for PC, console, and mobile games.
- Responsible for identifying, soliciting, negotiating & managing long-term relationships with gaming studios including Ubisoft, Microsoft, WB, resulting in revenues, advertising and marketing campaigns used as inter-company performance benchmarks.
- Developed an in-game advertising model (allowing Cartoon Network Digital to serve ads in 3rd party published mobile games), increasing ad revenue by 20% in licensed games. This required negotiations with partners, 3rd party ad servers/mediators, & coordination with technical ad sales teams.
- Notable PC/Console Projects: Adventure Time & Steven Universe in *Minecraft*; Adventure Time in Ubisoft's *Immortals: Fenix Rising*; Adventure Time, Steven Universe and Ben 10 into Ubisoft's *Brawlhalla*; Outright Games' *Adventure Time: Pirates of the Enchiridion*, *Ben 10* (2017) and *Ben 10: Power Trip!* (2020); Physical/Retail distribution of *Steven Universe: Save the Light*, *OK K.O.! Let's Play Heroes* and *Samurai Jack: Battle Through Time*.
- Notable Mobile Projects: Gram Games' *Merge Dragons* – Rick and Morty integration; Kongregate's *Powerpuff Girls: Monkey Mania*; Epic Story Interactive's *Ben 10 Heroes*; SundayToz' *We Bare Bears Match 3 Repairs*; Hyperbeard's *CN KleptoCats*; *Minecraft Marketplace*, Ubisoft's *Brawlhalla*.

Endemol Shine North America

Los Angeles, CA

Director of Licensing Partnerships

November 2015 to August 2016

Senior Licensing Manager

January 2015 to November 2015

Franchise Manager

February 2013 to January 2015

- Sourced and negotiated licensing deals with minimum guarantees ranging from \$20K - \$12M, driving revenue across gaming, gambling, and live events.
- Managed deal lifecycle including executive approvals, product launch and royalty tracking for TV shows: *Wipeout* (ABC), *Steve Harvey* (NBC), *Deal or No Deal* (GSN), etc.
- Managed licensee relationship, product approvals, production timelines, and contractual compliance.

Xsolla USA

Los Angeles, CA

Manager International Events

April 2012 to September 2012

Executive Assistant to VP

January 2012 to April 2012

- Supported day to day operations and business development initiatives for a gaming industry start-up offering global payment services and custom monetization solutions for online games. Attend all VP's meetings with C-level executives..

Education

Bachelor of Arts in Communication, Film & Media at University of California Santa Barbara (Santa Barbara, CA)

Education Abroad Program, Film and Media Studies, University of Stirling, Scotland (UK)