

## Summary

Strategic and experienced brand manager, creative, and marketing leader with a proven track record in leading creative development and digital strategy to build growth at the league and corporate levels. Expert in translating data, insights, and partnerships objectives into compelling storytelling elements. Proven ability to lead cross-functional teams, develop and execute campaigns and deliver marketing initiatives that increase engagement, elevate brand standards and drive partner impact.

## Experience

### **DIRECTOR, MARKETING OPERATIONS | NATIONAL LACROSSE LEAGUE**

July 2020 – Current | Remote

Previously: Manager, Brand & Creative | Graphic Designer

- Spearheads league-wide brand strategy and creative vision, aligning efforts with the league's strategic objectives
- Concept and execute campaigns across multiple mediums to support internal and external stakeholders
- Track and translate digital analytics and fan insights into business ready reports and narratives for league leadership and external partners
- Develop digital strategy and aid execution resulting in a 42% YoY growth in video views and 57% YoY growth in impressions
- Manages cross-functional teams to ensure brand consistency across league, it's teams and partner campaigns

### **DIGITAL MEDIA COORDINATOR | PHILADELPHIA 76ERS**

August 2017 – July 2020 | Camden, NJ

- Collaborated with the social media team to develop digital media and content strategies
- Produced motion graphics, video edits, and branded creative assets to support in-season marketing objectives.
- Assisted in the launch of the Emmy nominated 'Here they Come' documentary by developing high level creative for the documentary
- Collaborated with the marketing and design teams to create and execute innovative brand campaigns
- Led daily social media operations for the 76ers Gaming Club, aligning content with the 76ers brand goals

### **VIDEO PRODUCTION ASSISTANT | MYRTLE BEACH PELICANS**

February 2017 – August 2017 | Myrtle Beach, SC

- Developed video and graphic assets for Myrtle Beach Pelicans website, social and in-game experience
- Supported live event production and multimedia storytelling initiatives

## Skills

**Brand Management, Brand Strategy, Project Management, Graphic Design, Animation**

Programs: Adobe Creative Suite, Emplifi, Asana, Hubspot, Zoomph, Emplifi

## Education

THE PENNSYLVANIA STATE UNIVERSITY | MAY 2016

BACHELOR OF ARTS | COMMUNICATIONS  
Minor in Business