

Summary

Dynamic sports marketing professional with a deep-rooted passion for athletics and a proven track record in developing and implementing successful marketing strategies. With experience spanning collegiate and professional sports, I excel in email and sms marketing, event management, and brand promotion. Known for my ability to analyze data and create engaging content, I have successfully driven ticket sales and enhanced fan engagement across various platforms. A lifelong sports enthusiast, I thrive in fast-paced environments and am dedicated to promoting inclusivity in sports.

Professional Experience

Cleveland Cavaliers	Cleveland, OH
Growth Marketing Manager	October 2024 - Present
<ul style="list-style-type: none"><li>Build, send, and coordinate email and sms calendar for the Cavaliers, Monsters, Charge, and Rocket Mortgage FieldHouse, maintaining above industry average open rates</li><li>Design, build, and maintain email journeys and automations</li><li>Collaborate across departments to improve season membership sales pipelines which led to over half a million dollars in online ticket sales and an improved win rate for warmed leads</li><li>Hire and manage Growth Marketing Coordinator</li></ul>	
Email Marketing Manager	July 2023 – September 2024
<ul style="list-style-type: none"><li>Increased Cavaliers Open Rate by nearly 7% year-over-year for 2023</li><li>Determined creative ticketing offers including 50% Off for a Half-court game winner that led to over \$70,000 in ticket sales in a single game</li><li>Spearheaded cross-departmental attribution link tracking which provided actionable insights into ticket sales generation</li></ul>	
Email Marketing Coordinator	June 2021 – June 2023
<ul style="list-style-type: none"><li>Increased Cavaliers Open Rate by over 150% and Click Rate by over 45% year over year for 2022</li><li>Played a key role in two record setting ticket sales season</li><li>Communicate with key stakeholders to ensure timely and effective delivery of communication</li><li>Design gifts for email, app, and social to increase performance</li><li>Oversaw transition of all email marketing sends to Salesforce Marketing Cloud</li></ul>	
Spacestation	Layton, UT (Remote)
Deck Builder/Graphic Designer	September 2020 – June 2021
<ul style="list-style-type: none"><li>Designed decks for partner pitches for Spacestation Integrations and Spacestation Gaming which led to deals with brands including Mattel and Skill Share</li><li>Communicated across companies to gather information and statistics</li><li>Determined and created appropriate graphics and mockups plus wrote copy for use in decks</li><li>Collaborated with creative team on design ideas for apps, merchandise, and identity design</li></ul>	
Positive Coaching Alliance	Remote
Marketing Intern	April 2020 – October 2020
<ul style="list-style-type: none"><li>Designed and wrote copy for national and chapter emails</li><li>Created blog posts for national and chapter press releases</li></ul>	
Notre Dame Athletics	Notre Dame, IN
Marketing Intern	June 2019 – July 2020
<ul style="list-style-type: none"><li>Primary marketing contact for Men’s and Women’s Soccer, Women’s Lacrosse, Fencing, and Rowing</li><li>Secondary marketing contact for Men’s Basketball</li><li>Created and executed marketing plans and advertising campaigns for assigned sports</li><li>Coordinated gameday activities including public address announcer, music, national anthem, halftime activities, and all other promotional aspects</li><li>Managed interns at events and in the office</li><li>Crafted Athletics Weekly email and sport specific emails</li></ul>	

Education

University of Notre Dame  
Bachelor of Business Administration

- Marketing
- Visual Communication Design
- Dean’s List

Software

Adobe: Photoshop, Illustrator, InDesign, After Effects, Premiere  
Salesforce Marketing Cloud  
Stensul  
Wordpress  
Attentive