

CHARISSE LAMBERT:  
THE BUSINESS OF  
SOCIAL + SPORTS

CONTENT CREATION  
DIGITAL STRATEGY  
MEASURED RESULTS

## The Official Penny Hardaway Website

SEARCH

Search keywords

#IAM1CENT

[PENNY'S HOUSE OF KICKS](#)

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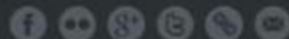
PENNY HARDAWAY : IAM1CENT



The online hub of  
@IAM1Cent activities. All  
day. Every day.

#IAM1Cent on

@IAM1CENT WORLDWIDE



### Black Enterprise: Profile on Penny Hardaway's Booming Business Portfolio



Don't let his low-key nature fool you. Even after NBA retirement, Penny Hardaway is still good money. Click link above to read this Black Enterprise profile by writer Mia Hall where Penny talks about his transition game from the basketball court to flourishing entrepreneur and philanthropist.



#IAM1CENT VIA TWITTER

The Washington Nationals should  
use the Yankees handling of the  
Joba rules & he still needed  
Tommy John Surgery!

ABOUT 7 HOURS AGO

[@CHUCKSLUGG](#) LOL

ABOUT 8 HOURS AGO

## DIGITAL BRAND MANAGEMENT

Created and executed digital strategy for former NBA player Anfernee "Penny" Hardaway in conjunction with the 2012 NBA All-Star Weekend celebration in Orlando.

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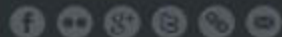
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## Penny Q&A with Grantland, ESPN's Sports and Pop Culture site



Grantland writer Rembert Browne takes a ride with Penny Hardaway at NBA All-Star Weekend and delivers this insightful Q&A interview.

*Photo: Joe Murphy/NBAE/Getty Images*

TAGS > [Penny Hardaway](#), [ESPN](#), [Grantland](#), [Rembert Browne](#)



#IAM1CENT VIA TWITTER

Great event for a great cause w/  
Jayson Williams, former boxer  
Gerry Cooney and the chef

[@charlesoakley34](#) <http://t.co/KhWPY5Dq>

ABOUT 2 HOURS AGO

[@charlesoakley34](#) cooking the  
ribs & putting it down!!

<http://t.co/hPziBRGX>

ABOUT 4 HOURS AGO

Bottom Line Sports Show

Executive Producer Charles

Oakley isn't just a legend on the

## SOCIAL MEDIA ENGAGEMENT/ PR

Pitched and managed client's digital media requests. Featured placements included CNN, Black Enterprise, Grantland (ESPN), among others. Generated over 1.4 million impressions for the #IAM1Cent hashtag on Twitter within a two-day span during NBA All-Star Weekend.



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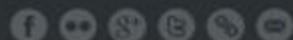
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### Chris Rock + Penny Hardaway to Reunite on the Bottom Line Sports Show



The Bottom Line Sports Show announced today that Chris Rock will appear as a special guest with Penny Hardaway on Thursday, April 12 at 9:00 p.m. Rock was the voice for the "Lil Penny" puppet who was the alter ego to basketball star Penny Hardaway in a series of Nike shoe commercials from 1994-1998. Listeners can expect a lively dialogue between Rock, Hardaway and the Bottom Line Sports Show crew about current sports topics and the phenomenon known as "Lil Penny." The Bottom Line Sports Show is an insightful and interactive blog talk radio show executive produced by Penny Hardaway and former New York Knick Charles Oakley.



*Click above link to read full press release.*



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ABOUT 7 HOURS AGO

[@CHUCKSLUGG](#) LOL

ABOUT 8 HOURS AGO

## DAILY CONTENT CREATION

Developed regular updates that included exclusive news, interviews, photos, audio and video posts.



## SOCIAL MEDIA MANAGEMENT & MEASUREMENT

Managed Twitter and Facebook posts for client. Provided weekly analysis and tracking that resulted in increasing @Iam1Cent Twitter followers by more than 45% within first quarter of strategy activation.

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## #1CentDay: Top 25 Pics. VOTE NOW



With well over a thousand entries yesterday and everyone from Half Cent and Zoom Rookie designer Marc Dolce (above) to [Bobcats rookie Michael Kidd-Gilchrist](#) joining in on the fun, it was great to see the sneaker community rally together and show Penny Hardaway some birthday love during our first annual #1CentDay celebration.

We've compiled the top 25 WDYWT photos tagged yesterday with the #1CentDay hashtag below, with quite a great prize in store for the winner.

Vote ahead for the best #1CentDay photo, and the winner will receive an exclusive Mystery Air Penny sneaker from NikeSportswear, Sole Collector and [iam1Cent.com](#) in their size.



#IAM1CENT VIA TWITTER

Great event for a great cause w/  
Jayson Williams, former boxer  
Gerry Cooney and the chef  
[@charlesoakley34](#) <http://t.co/KhWPySDq>

ABOUT 3 HOURS AGO

[@charlesoakley34](#) cooking the  
ribs & putting it down!!  
<http://t.co/hPziBRCX>

ABOUT 4 HOURS AGO

Bottom Line Sports Show  
Executive Producer Charles  
Oakley isn't just a legend on the  
basketball court...he's a...  
<http://t.co/WRsGVykT>

ABOUT 6 HOURS AGO

## FAN ENGAGEMENT

Creation of fan campaigns that engage consumers, increase social reach and generate brand loyalty.



GATORADE  
02  
PERFORM™

HYDRATION TO REPLENISH

CLICK TO PERFORM



## #1CentDay Contest // Post Your Best Penny WDYWT Picture

July 18th 2012 | 108 comments



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48.2K followers



SoleCollector



69,081



RSS

TOP DISCUSSIONS

POPULAR ARTICLES

## #HASHTAG CAMPAIGNS

Create and execute exclusive social campaigns. Coordinated #1CentDay campaign on Twitter, in collaboration with SoleCollector.com, which generated 373,358 impressions, over 1,000 photo submissions and over 10,000 votes in 24 hours.

**BOTTOM LINE**

THE FAB FIVE WIN GOLD

Team USA 2012

**BLSS**

**BOTTOM LINE SPORTS SHOW**

**UPCOMING GUEST**

Penny Hardaway - A Penny  
For Your Thoughts  
Charles Oakley- Cafe Oakley  
Cato June- Cato's Cover2

**GUESTS:**  
Tuesday Night: NBA Super  
star Tracy McGrady

## BRAND CONSULTATION

**CLIENT:** Bottom Line Sports Show

Project execution included website consultation, creation of new logos, and overall development of a digital strategy with an emphasis on content creation and utilization of social media channels.



# THE QUENTIN HILLSMAN BRAND

## VALUES

### / STRATEGY

Identify key markets. Create and execute digital gameplan.

### / STYLE

What separates Coach Q brand in the marketplace? How will Dream Team Digital broaden the reach?

### / SUCCESS

Consistency of execution. Measured results.

Coach Q + Dream Team Digital is a gamechanger for the 2012-2013 season and beyond. We have the ability to tap into our dynamic network of creative resources in delivering exclusive social-driven content, digital marketing/PR, creative branding and sports media campaigns.

