

# DANIEL MAGLEY

BRAND CONSULTANT | CREATIVE MARKETER

## EXPERIENCE

**The Sev Group/NAPB** | Chicago, IL  
Brand & Marketing Consultant (Contract)  
August 2017 - May 2018

- Orchestrated all aspects of Marketing and Communications for the start-up, North American Premier Basketball League
- Created, packaged, and sold league-wide and team sponsorships both locally and nationally
- Created Social Media content that generated 35% increase in impressions through monitoring target audience behavior and fan interests.
- Analyzed performance of all marketing programs to identify the best opportunities for optimization
- Built strong relationships with local restaurants and corporations for product promotion and ticket sales
- Designed all graphics and promotional materials for website and social media content
- Facilitated marketing/brand related communication between 8 teams across the U.S. and Canada to insure a uniformed marketing strategy.
- Managed a team of 8 gamed-day operations/promotional interns.

**The Fountain Group** | Tampa, FL  
Senior Technical Recruiter/Marketing Assistant  
November 2016 - July 2017

- Consulted with IT businesses to create informative job descriptions for open positions
- Conducted phone interviews, reviewed resumes & evaluated candidates
- Created & maintained a high volume pipeline of candidate communication through 50+ cold calls and 100+ emails per day
- Updated and edited content on company website
- Assisted in creating company event flyers and brochures

**Orangeville A's** | Orangeville, ON  
Marketing Intern  
July 2013 - March 2014

- Developed social media and web content for new sports club media outlets
- Managed social media campaigns
- Filmed and edited player training sessions for advertisement and PR campaigns
- Created print ads and flyers
- Participated in promotional events

## EDUCATION

**Park University** | Parkville, MO  
Degree: Bachelor of Science  
Major: Business Marketing  
2016 NAIA Division I  
Academic All American

## SKILLS

Content Management  
Social Media Management  
WordPress  
Brand Management  
Digital Communications  
Project Management  
Photoshop  
Illustrator  
Customer Experience Marketing  
Google AdWords  
Facebook Ads  
Instagram Marketing

## REFERENCES

**Dominic Turcotte**  
Vice President of Operations, The Sev Group  
Telephone: 312.622.3355  
Email: turcottedo@gmail.com

**Milixa Pitsenbarger**  
Recruiter Development Lead, The Fountain Group  
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