

# HAYLEY RUSSELL

(636)627-7785 | HAYLEYRUSSELL98@GMAIL.COM

## EXPERIENCE

### **Manager Digital Media | Sporting Kansas City**

#### **Kansas City, MO | April 2022 - Present**

- Spearhead digital media strategies to enhance fan engagement and brand visibility, leveraging Salesforce Marketing Cloud, YinzCam (App), Meta and Vozzi (SMS) to reach over 43 million fans in 2023.
- Lead successful personalized email marketing campaigns and journeys resulting in a 7.6% increase in average open rate and online fan engagement.
- Lead the development and management of the Sporting KC app, achieving a 12.3% increase in user engagement.
- Develop and implement innovative SMS marketing campaigns, focusing on brand awareness, ticketing campaigns and apparel sales to enhance the effectiveness of the overall digital strategy.
- Manage and optimize the club's paid social media campaigns on Meta, aligning with overall organizational goals.
- Research, execute and deployed effective SEO strategy for Sporting Kansas City and properties.

### **Digital Marketing Manager | FC Cincinnati**

#### **Cincinnati, OH | April 2021 – April 2022**

- Directed and managed the development and maintenance of FCCincinnati.com. Lead CMS transition: overhauled entire FCCincinnati.com site to comply with new MLS guidelines.
- Introduced innovative digital practices, such as live streaming of matches using interactive fan engagement activities, contributing to a more dynamic fan experience.
- Oversaw the production of engaging digital content, including news articles, videos, and graphics to maximize fan interaction and online presence.

### **Email Marketing Coordinator | Mizzou Athletics**

#### **Columbia, MO | June 2018 – April 2021**

- Created and implemented digital marketing calendar for the organization, providing an effective avenue for all departments to maximize digital outreach and engagement.
- Analyzed email campaigns to provide qualified leads within Salesforce to general ticketing sales, premium sales, and fundraising teams.

## EDUCATION

### **MBA Candidate – Marketing Analytics | Spring 2025**

University of Missouri, Columbia | 2020 – Present

### **Bachelor of Journalism – Strategic Communications**

University of Missouri, Columbia | 2014 – 2018

## SKILLS

- Adobe Creative Suite, Microsoft Office, Salesforce, Salesforce Marketing Cloud, Google Analytics, Meta, Tableau, Website Management, SMS Texting Platforms, App Development