

# KOREY BROWN

[korey.j.brown@gmail.com](mailto:korey.j.brown@gmail.com) | (316) 841-4737 | 900 West State Street, Trenton, NJ 08618

## **EDUCATION & CERTIFICATIONS**

### **Drexel University**

Master of Science in Sport Management

Research: University of North Carolina 2013 College Sport Research Institute (CSRI) Case Study Competition

Philadelphia, PA

June 2013

### **Emporia State University**

Bachelor of Arts in Communication

Emporia, KS

May 2006

### **Google Analytics Individual Certification**

November 2017 – May 2019

## **WORK EXPERIENCE**

### **Council For Relationships**

*Interim Marketing Manager*

Philadelphia, PA

March 2017 – November 2017

- Coordinate and design all Council's print and digital materials such as brochures, flyers, poster boards, and website content using Adobe InDesign, Photoshop, Illustrator, and WordPress Management System
- Manage editorial direction, design, production, and distribution of all Council's publication
- Develop, coordinate and oversee programs, technical assistance and resource materials to assist clinicians in marketing, communications and positioning of services to increase revenue generation
- Manage and coordinate all media requests for Council's staff clinicians
- Create and implement Council's internal and external marketing strategies, communications, and public relations activities
- Manage social media marketing communications for 10 offices and approximately 65 therapist
- Develop all Google AdWord campaigns to improve Council's SEO
- Develop short and long-term marketing budget and annual planning
- Instituted *Therapist of the Month* program to promote individual therapists and spur content for blog and social media

### **Creative Artists Agency (CAA)**

New York, NY

January 2014 – March 2017

October 2016 – March 2017

### **Corporate Human Resources**

- Performed special projects and assisted company executives and agents as needed
- Planned and coordinated all senior executive and agent meetings and events
- Managed and processed senior executives' and agents' monthly financial expenses and annual budget

### **Assistant to Co-Head of CAA Sports (Sponsorship & Property Sales Group)**

September 2015 – October 2016

- Developed and pitched sponsorship strategies to brands and sports property clients
- Managed client relationships, including entertaining existing and new sponsors during athletic events
- Analyzed and tracked prospective global sponsorship properties

### **Brand Coordinator (CAA Sports Marketing & Talent Sales Group)**

January 2015 – September 2015

- Compiled comprehensive financial deal sheets for CAA broadcasters, coaches, and NFL clients
- Assisted in the development of brand activation plans for CAA Sports' athletes
- Developed social media marketing campaigns for CAA Sports' athlete clients to pitch to corporate brands
- Developed NCAA and NFL sponsorship activation deal grids

### **Brand Coordinator (Entertainment Marketing Group)**

January 2014 – January 2015

- Created one-sheets and marketing strategy decks for client pitch meetings in the non-alcoholic beverage category
- Supported executives in delivering brand-marketing plans for Coca-Cola
- Developed and implemented marketing strategies via social and digital media platforms for corporate clients
- Pitched CAA clients for Coca-Cola global brand activations and provided support in the planning phase

### **Title Boxing Club**

Princeton, NJ

*Business Development Coordinator*

March 2013 – November 2013

- Managed corporate partnerships and developed marketing strategies via social media outlets to expand club membership
- Managed a \$60,000 marketing budget and supported negotiations and executed new business pitches
- Identified potential partnership within retail based categories and created a sales leads database via an Excel spreadsheet
- Developed and managed relationships with corporate prospects including media outlets and community organizations

### **International Management Group (IMG)**

New York, NY

*Sports Media Programming and Sponsorship Intern*

June 2012 – August 2012

- Drafted deal memos for programming rights agreements and assisted senior media executive team with RFP responses
- Logged Wimbledon and The Open Championship coverage to ensure media sponsorship activations during ESPN broadcasts
- Researched domestic sports teams' media rights to find potential acquisition of properties
- Analyzed data in Excel to verify that networks fulfilled contractual obligations and Nielsen Ratings for IMG media projects

### **University of Pennsylvania Athletics**

Philadelphia, PA

*Marketing & Ticket Sales Associate*

September 2011 – December 2011

- Created and implemented marketing promotions for "select-a-seat" events for men's basketball and football ticket holders
- Assisted in content creation, pre/post-game interviews and production of video content and other digital platforms
- Developed customer-marketing material to increase awareness and attendance at UPENN athletic events