

KOREY BROWN

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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 Certification

November 2017 – May 2019

WORK EXPERIENCE

Council For Relationships

Interim Marketing Manager

Philadelphia, PA

March 2017 – November 2017

- Designed all Council's print and digital materials such as brochures, poster boards, and website content using Adobe InDesign, Photoshop, Illustrator and WordPress Management System
- Planned editorial direction, design, production, and distribution of all Council's publication
- Developed, coordinated and tracked programs, technical assistance and resource materials to assist clinicians in marketing, communications and positioning of services to increase revenue generation
- Coordinated all media requests for Council's staff clinicians
- Managed Council's internal and external marketing strategies, communications, and public relations projects
- Directed social media marketing communications for 10 offices and approximately 65 therapist
- Created Google AdWord campaigns to improve Council's SEO
- Developed 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)

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

New York, NY

January 2016 – March 2017

- Assisted in creating sponsorship strategies proposals for potential sports property clients
- Managed client relationships, including entertaining existing and new sponsors during athletic events
- Analyzed and tracked CAA global sponsorship and property activation roster

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

January 2015 – January 2016

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

Brand Marketing Account 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 marketing executives in delivering brand-marketing strategy for Coca-Cola
- Developed digital marketing promotions via social media and email marketing platforms for corporate brands
- Pitched CAA clients for Coca-Cola global brand activations and provided support in the planning phase

Assisted CAA music and motion picture clients at commercial endorsement shoots and at off-site appearance events

Title Boxing Club

Business Development Coordinator

Princeton, NJ

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)

Sports Media Programming and Sponsorship Intern

New York, NY

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

Marketing & Ticket Sales Associate

Philadelphia, PA

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