

Steve Kelly

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Recent Work Experience

Partner Services Coordinator, IMG Los Angeles Division

Aug. 2016 – present

WME | IMG

Los Angeles, CA

- Manage partnership production initiatives for local & national client base, ensuring asset allocation & execution
- Spearhead scalable marketing partnership strategies & implementation for all UCLA Athletics on-campus events, inventory exceeding \$8M, while diagnosing new event & inventory opportunities
- Directly oversee accounts of \$5.3M in revenue, under both local & national structures, managing activity from onboarding to operational implementation & renewal security, while advocating new business ventures
- Supervise activation standards of procedure & processes, while overseeing team of five (5) staff assistants
- Division's video content manager: creating, producing & directing multimedia content production components to marketing plan package development
- Coordinate outbound marketing, e-mail & social media campaigns, realizing corporate partner inclusion & messaging

National Account Manager, Global Partnerships

Dec. 2014 – June 2016

Feld Entertainment, Inc.

Ellenton, FL

- Oversaw activation planning & development for deliverables of 5 national clients, with cumulative investment of over \$6.75M in event marketing
- Sustained TV & digital media metrics, ensuring department reports quantitative statistics on media ROI, maintaining partnership with Repucom, Feld Entertainment's sponsorship entitlement evaluation consultant
- Managed integration of sponsorships into national, local & regional event marketing initiatives, specifically responsible for management & execution of digital & social media calendars

Account Sales & Licensing Coordinator

June 2012 – Dec. 2014

G&G Outfitters, Licensed Sports Group

Concord, NC

- Directed production of over \$3M of merchandise & hardgoods built for client event marketing programs
- Facilitated creative & licensing approval process, securing \$14M in revenue through RFP analysis, promotional initiatives & marketing budgets
- Designed sales collateral & product conceptualization, overseeing creative services output, with one direct report
- Trafficked creative assets & scheduled project timelines, synchronizing client, vendor & creative staff communication
- Managed merchandise development, production & distribution of national sponsorship activation programs

Corporate Partnerships Assistant

Jan. 2011 – Sept. 2011

Roger Dean Stadium

Jupiter, FL

- Prospected, negotiated & developed partnership opportunities with businesses, generating over \$27K
- Ensured fulfillment of partnership elements for 100+ partners, coordinating production procedures
- Scheduled & directed live production for 165+ minor league baseball games, ensuring organic sponsor inclusion
- Editor/Designer of multi-edition Game Day Magazines, directed MLB Spring Training Program composition

Event Presentation/Market Development Intern

Sept. 2010 – Dec. 2010

Charlotte Hornets [formerly Charlotte Bobcats]

Charlotte, NC

- Engaged in planning & analysis of special events, overseeing execution logistics
- Coordinated in-game entertainment, assuring interactive marketing initiatives effectively orchestrated
- Constructed media & market development affidavits for corporate partners ensuring fulfillment of agreements



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Other Notable Roles

The Hype Agency | [On-Site Event Manager](#) | 2016 [contract]
 Team Marketing USA | [Team Lead](#) | 2015 [contract]
 Fergie Jenkins Foundation | [Special Events Intern](#) | 2009 – 2010
 Buffalo Bills | [Premium Services Ambassador](#) | 2009 Season
 Wegmans Food Markets | [Service Representative](#) | 2002 – 2010



Canisius College

M.S. Sport Administration

[Summa Cum Laude]

2009–2010

Ithaca College

B.S. Business Administration

[Marketing Concentration]

2005–2009



Relevant Skills



Adobe Creative Suite

[Illustrator | InDesign | Photoshop]

Microsoft Office Programs

[Excel | Outlook | Powerpoint | Word]

Customer Relationship Management

[HRIS | Property Port | Salesforce]

Marketing Analytics

[Google | Repucom | Nielsen | Scarborough]

Project Management

[Basecamp | Dropbox | HTML | Noosh | Sharepoint]

Marketing Integration

[Branding | Content | Events | Social Media]