

Steve Kelly

585-489-8814

SteveFolio.com

SteveKellysEmail@gmail.com

LinkedIn.com/in/stevekellylinkedin

Recent Work Experience

Affiliate Marketing Coordinator FOX

Nov. 2017 – Present
Los Angeles, CA

- Coordinate social & digital projects including building/distributing affiliate daily social engagement & tracking across FOX affiliate channels
- Brand manager for FOX mid-season launch prime shows & affiliate contact for content asset distribution/promotion
- Build out roll-out plans for localized promotions based specific markets, regions & ownerships groups
- Manage & monitor marketing spend of \$17M departmental budget, balancing promotional & organizational priorities
- Laid out & created the first FOX Affiliate Marketing social media strategy action plan, ensuring social efforts for each FOX show are streamlined/extended to the 44 million social followers of affiliate-specific accounts
- Oversee trafficking of on-air/digital promo spots, deploying e-mails with marketing tools/reports for 211 FOX domestic affiliates

Partner Services Coordinator, IMG Los Angeles Division WME | IMG

Aug. 2016 – Nov. 2017
Los Angeles, CA

- Managed partnership production initiatives for local & national client base, ensuring asset allocation & execution
- Spearheaded scalable marketing partnership strategy & implementation for all UCLA Athletics on-campus events, inventory exceeding \$8M, while diagnosing new event & inventory opportunities
- Directly oversaw 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
- Supervised 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
- Coordinated outbound marketing, e-mail & social media campaigns, realizing corporate partner inclusion & messaging

National Account Manager, Global Partnerships Feld Entertainment, Inc.

Dec. 2014 – June 2016
Ellenton, FL

- Oversaw activation planning & development for deliverables of 5 national clients, with cumulative investment of over \$6.75M in event marketing, television & radio broadcasting
- Sustained TV & digital media metrics, ensuring department reports quantitative statistics on paid media ROI, maintaining partnership with Repucom, Feld Entertainment's sponsorship entitlement evaluation & key insights model
- 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 G&G Outfitters, Licensed Sports Group

June 2012 – Dec. 2014
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

Click Here for Video Content Samples



Other Notable Roles

Roger Dean Stadium | [Corporate Partnerships Assistant](#) | 2011
 Charlotte Hornets | [Event Presentation/Marketing Intern](#) | 2010
 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 | Premiere]

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]