

Versatile marketer with brand and agency experience developing storytelling strategies through brand building, content, and social media. Inspired by creative thought, motivated by visionary environments, and energized by collaboration.

## WORK EXPERIENCE

STIX GOLF, Remote

June 2022 - October 2022

### Director, Content & Social Media

- Lead social media and content team, including two direct reports, in the ideation and production of all creative assets for use across consumer-facing touchpoints (social media, website, email, PR, retail, blog), a start-up direct-to-consumer intermediate golf club brand.
- Managed and re-imagined the strategy, execution, and recruitment of influencers and content creators that embodied the diverse and non-traditional nature of Stix customers - including building and launching the company's first ever commission-based NIL and ambassador programs.
- Increased Stix's social media following by 26% across TikTok, Instagram, Facebook, Twitter, YouTube, and LinkedIn in less than four months, featuring TikTok follower growth of 135%, through strategies that included live social selling events, a strong humorous tone of voice in brand communications, and strategic collaborations with brand partners and content creators.
- Designed email marketing assets on a daily basis for the company's most impactful revenue generating organic digital channel.

### FREELANCE BRAND, CONTENT, & SOCIAL MEDIA STRATEGIST

August 2018 - June 2022

#### GAME 7 MARKETING Senior Creative Strategist (Clients: Nike, Spotify, Oakley, NBA, Champs Sports x Eastbay, Spalding)

- Ideated and pitched experiential strategy for Nike's first retail partner loyalty program at two Dick's Sporting Goods locations, Oakley's brand week at Vail and Park City (the first on-snow event in agency history), and Champs Sports x Eastbay's grand opening of a new hyper-local store concept.
- Lead social media strategy for Spotify Greenroom including its rebrand to Spotify Live and integration into the main Spotify app.
- Created influencer strategy and content franchise for NBA to celebrate its 75th anniversary through its most visible fans resulting in over 10,000,000 impressions (and counting) including Sue Bird, Billy Crystal, Desus & Mero, Shaq, and more.

#### HITACHI T&D SOLUTIONS B2B Brand Creative Consultant

- Established branding and strategy (inclusive of product name, logo design, brand book, and website wireframes), hired, and managed creative team for a new vegetation management product for multinational consulting conglomerate.

#### BLUE SEEDLING B2B Content Marketing Strategist & Contributor

- Produced B2B marketing content including blogs, social media posts, webinar prep, case studies, and executive editorials in Mar/FinTech spaces.

#### FOOT LOCKER INC (Two contract positions below)

- *Content Strategist, Greenhouse:* Led content and digital strategy across app, website, and social media from launch of new mobile-first fashion brand at Foot Locker, establishing brand voice, aesthetic, and product marketing strategy. Nominated for Webby Award while growing brand's Instagram following from 0 to 385k.
- *Social Media Lead, Footaction:* Led social media and content strategy for music and culture-influenced footwear and apparel retailer.

#### MANHATTAN MARKETING ENSEMBLE Social Media Strategist (Clients: Nathan's Famous, Palmer's)

- Managed live social media and content strategy at the 2019 Fourth of July Hot Dog Eating Contest and built Nathan's 2019 social media playbook used to pitch a pivot of the brand's voice and aesthetic to upper management.

#### TAPRM BEER Brand Strategist

- Established start-up craft beer distributor's brand voice, digital identity, and content strategy.

#### US OPEN (Tennis) Live Content Specialist

- Real-time content creation and listening in the social media "war room" at the largest annual sporting event in the world.

#### THE SPRING LEAGUE (acquired by FOX Sports in Q4 2021), Remote (Off-Season)/On-Site (In-Season)

December 2017 - November 2021

#### Minority Owner, VP of Digital Media & Content, and Podcast Host/Producer

- Led digital, social media, and content strategy at nationally televised professional developmental football league.
- Advised league on viability and execution of potential partnerships, new media, and public relations strategies.
- Grew social media following 9x (Instagram, Facebook, Twitter, TikTok, and YouTube) over three years and hosted, produced, and published 36 episodes of the *Spring Forward* podcast for the league (available on iTunes, Spotify, Stitcher, and YouTube).

#### AGW GROUP, Brooklyn, NY

July 2017 - December 2017

#### Senior Strategist

- Led social media strategy for '47 (licensed apparel) at start-up marketing communications agency including pitching and project managing 2017 MLB Playoffs campaign creative and strategy in which all six videos produced reached "top 10 most viewed" on brand's Instagram.
- Redesigned reporting structure, frequency, and presentation strategy to better communicate metrics, goals, and forecasts to client.

#### FOOT LOCKER INC, New York, NY

November 2011 - July 2017

#### Brand Connections Manager - Footaction (FA) & Kids Foot Locker (KFL)

January 2015-July 2017

- Led development - from writing original RFP to launch strategy - of Foot Locker's first mobile app. The app transformed how the industry approached popular releases by digitizing the process while increasing mobile sales and providing a safer release environment.
- Expanded FA social presence into Canada in Q1 2017 during which I successfully pitched to keep US & Canadian markets under a single social media handle in order to enter a new country with a mature well-crafted brand identity.
- Managed all content production, strategy, and community management of the FA and KFL social media channels. Doubled FA social audience in one year with limited paid social spend and launched KFL social media channels (Facebook and Instagram)

**Brand Connections Coordinator – Foot Locker (FL) & Kids Foot Locker (KFL)**

*August 2014-January 2015*

- Ideated and executed digital campaign extensions while providing on-set support including Back to School campaign featuring James Harden, Charles Barkley, and Landon Donovan as part of the most successful Q2 in company history.
- Managed content for Facebook, Twitter, Instagram, YouTube, and Foot Locker Unlocked (blog) for FL and KFL.

**Brand Marketing Coordinator – Foot Locker (FL) & Kids Foot Locker (KFL)**

*November 2011-August 2014*

- Managed senior executive sales planning documents for FL and KFL including presentation of sales results, forecasting, and marketing plans.

**EDUCATION**

**THE GEORGE WASHINGTON UNIVERSITY**, Washington, DC

**September 2006 - May 2010**

Bachelor of Business Administration (Dual Concentration: Marketing/Sport Event Management) | Graduated with Cum Laude Honors

**OTHER**

**Internships:** National Basketball Association (NBA), Washington Wizards, United States Tennis Association (USTA), SB Nation

**Languages:** English/Spanish ; **Dual citizen:** USA/Germany (EU)

*To see examples of my photography work, celebrity interviews/podcasts, and content production, please visit [alegoldstick.com](http://alegoldstick.com)*