

MEGAN BOYLE

Marketing Professional

ABOUT ME

Experienced marketing professional with a demonstrated history of working in the sports & entertainment industry with expertise in marketing, communications, branding, and design. Skilled in creating successful marketing campaigns. Strong sales professional with a B.B.A. in marketing and media studies with an emphasis on branding and communications.

WORK EXPERIENCE

Director of Marketing - XL Center, Pratt & Whitney Stadium, Hartford Wolf Pack Hockey
Oak View Group | Hartford, CT | April 2021 - Present

- Develop and lead marketing campaigns to promote two entertainment venues and the Hartford Wolf Pack AHL team.
- Build media buying and content strategies with knowledge of trends, audience behaviors, and market impact for all events like concerts, Wolf Pack Hockey, UConn Football & Basketball, family shows, USA Soccer, NCAA Lacrosse, and more.
- Manage and mentor direct reports while working collaboratively with Creative, Partnerships, Box Office, Game Presentation, and Sales teams to drive revenue across departments and maximize fan engagement.
- For the 22-23 Wolf Pack season, led a team that saw the highest overall total revenue including over 1 million in single-game revenue, a 46% increase compared to the previous best single-game revenue.
- Analyze data to optimize campaigns while personalizing marketing and messaging to amplify results.
- Schedule all paid and trade TV, radio, print, digital, OTT, and OOH advertising, including the creation of graphics, video, and copywriting, for multiple events while managing the \$250,000 annual media budget and \$450,000 department budget.
- Lead the company's Digital Subject Matter Experts who assist with digital strategy, planning webinars, and creating best practice guides with emerging industry trends to be used collaboratively across the company.
- Enhance existing promotional initiatives and develop new marketing programs to maximize ROI and fan growth, such as third-party partnerships, new media avenues, and new sponsorship opportunities.

Marketing Manager - Sandler Center

Oak View Group | Virginia Beach, VA | June 2018 - April 2021

- Led the strategy and implementation of marketing campaigns to promote the venue's brand and 400+ events a year.
- Managed all marketing, PR, ticket promotions, and advertising with a growth mindset to increase revenue.
- Created, managed, and analyzed content for the venue's social media, email, website, and digital marketing strategies with a focus on driving sales; fan, community, and business partners engagement; and branding.
- Managed direct reports and held weekly strategy meetings to discuss omnichannel marketing to strengthen the brand.
- Developed creative, new marketing initiatives with third-party partnerships and non-traditional marketing ideas.
- Worked with local businesses via grassroots marketing to bring awareness to upcoming events including collaborating with a brewery to create a beer to promote an event series.
- Oversaw redesign of venue website. Assisted with content creation for the corporate redesign of SpectraExperiences.com.
- Sold sponsorship and managed deliverables resulting in \$188,000 in revenue.
- Communicated daily with media partners, third-party vendors, and promoters while maintaining positive relationships.

Marketing Coordinator - Chartway Arena

Oak View Group | Norfolk, VA | August 2017 - June 2018

- Content creation and management for website, social media, and email marketing, including HTML editing and SEO.
- Curated social media calendar including paid and non-paid for day-of-show, upcoming events, and all campaigns.
- Managed Old Dominion University Football, Basketball, and Wrestling advertising.
- Customer service, fan engagement, promotional implementation, and game-day social for ODU Football and Basketball.
- Implemented grassroots marketing and attended community events to increase awareness and ticket sales for events.

Marketing and Promotions Intern - Colorado Eagles Hockey

Fort Collins, CO | October 2014 - April 2015

- Assisted with fan activation assets and theme night plans for the Eagles home games.

SKILLS



EXPERTISE

Branding	Content Creation
Customer Service	Data Analysis
Graphic Design	Marketing and Sales
Project Management	Social Media
Organizational Collaborator	Website Management

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Education
Colorado State University
Bachelor of Science: Business
Administration
- Concentration: Marketing
- Minor: Media Studies
- Communication & Branding
Certificate