

MATTHEW DARNELL BRADY

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The Pennsylvania State University, College of Communications
Bachelor of Arts: Telecommunications

University Park, PA
Class of 2014

SKILLS: Adobe Creative Suite | Excel | CSS | PacMail | Google Analytic | Facebook | Twitter | Instagram | HTML

RELEVANT EXPERIENCE:

Air Force Academy Athletic Corporation

Assistant Director, Marketing

Marketing Coordinator

Colorado Springs, CO

February 2015- Present

June 2014- February 2015

- Led marketing effort for hockey for the largest average attendance in past 3 years – **5% increase**.
- Increased averaged hockey revenue per game every season – **total of 14.7% increase**.
- Developed a fan segmented spectrum for multiplatform marketing campaign leading to a new revenue record for a single hockey game - **increase of 28.6% over the previous record**.
- Filled the 200 seat cadet section with average of 217 cadets in attendance per game in my second season.
- Coordinated the largest single game cadet attendance in the 5 years at an Air Force Men's Basketball game.
- Directed game day production and promotion execution for Men's Basketball and Hockey.
- Managed a team of 10 interns for Air Force Hockey in preparation and execution of marketing plan.
- Grew Air Force Athletics Facebook Page from 8,986 'Likes' to 30,193 'Likes' in 21 months – **236% growth**.
- Surpassed over 30 FBS schools in number of Facebook Likes, including Northwestern, Boston College, and Rutgers.
- Amass over 6,200,000 social media impressions from Sept 1st to Nov 3rd in 2015 – worth **\$63,550**.
- Evaluated Air Force Athletics' brand identity with fans to develop and create the We Fly Together campaign.
- Developed and implemented first Social Media Policies and Procedures Manuel in Air Force Athletics history.
- Created a comprehensive social media plan interacting with fans and sharing the story of football, men's basketball, hockey, and women's basketball.
- Advised on pitching sponsored elements across digital, social and in-game platforms that is consistent with Air Force and partner's objectives.
- Work with ESPN to [obtain clips](#) recognizing Air Force praise in programming.
- Coordinate the [2015 football uniform reveal](#) with video services and the communications department resulting in overwhelmingly positive fan response.
- Storyboard and direct the [2015 football commercial](#) while working extensively with the video services department.

Nittany Nation

President

University Park, PA

March 2013- May 2014

- Oversaw planning and logistics of over 25 events such as Penn State Basketball Home games, ticket sales and various contests to help promote the organization and sport.
- Won Penn State Outstanding Collaborative Programs of the Year with Nittanyville for our Slam Dunk Contest.
- Developed and built in formal structure into the organization by holding weekly meetings with all officers involved, Penn State Athletics, along with formal reporting system for all officers.
- Collaborated with Penn State Sports Properties to coordinate sponsorship and sponsorship fulfillment.
- Organized and planned the restructure of the student section to develop a better in-game atmosphere.
- Enhanced communication within the association by ensuring cross functional interaction between all officers as well as reaching out to student sections across the Big Ten.
- Assisted the Big Ten Network in their coordination of the Home Court Challenge.

SpreadHDGFX

Freelance Work

Various Locations

March 2010- Present

- Published 19 times as a photographer for the 150th Gettysburg Battle Re-enactment.
- Develop and cleanly design numerous responsive websites for multiple clients.
- Design logos, banners, and brochures for multiple organizations and companies.

AWARDS:

- NACMA Young Professional of the Month February 2015
- AFAAC Employee of the Quarter March 2015
- NACMA Mike Cleary Stipend February 2016