

# M. DARNELL BRADY

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## HIGHLIGHTS

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- Tenured leader in content marketing within the sports & entertainment industry.
- First-hand technical experience within content production across photography, graphic design, video production, copywriting, and game presentation.
- Revenue-focused marketer who is committed to the use of analytics to inform content strategy.
- Worked across professional football, basketball, golf, Olympics, and college athletics.

## WORK EXPERIENCE

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### **Memphis Basketball LLC** – *Director, Programming and Digital Content* May 2021 - Present

- Directly managed team of 5 employees focused on social media while leading planning, execution, and optimization of content across team of 22 creators including talent, writers, photographers, live show and video producers.
- Developed comprehensive content strategy for Memphis Grizzlies, Grind City Media, FedExForum, Memphis Hustle, and Grizz Gaming that produced over 36,000 pieces of content per year, was ranked #1 by NBA Complex Twitter Rankings, achieved the highest engagement rate in the NBA, and Top 3 in the NBA Social Media Rankings.
- Built content rate card in collaboration with the analytics and partnership sales team that identified approximately \$10 million in revenue opportunity.
- Developed content calendar around tentpole moments including NBA Draft, Summer League, Schedule Release, All-Star Vote, and City Edition launch.

### **Jacksonville Jaguars** – *Senior Social Media Manager* July 2017 - May 2021

- Drove significant growth in digital presence and enhanced the brand image by leading, shaping, and implementing comprehensive social media content strategy resulting in over 600,000 new followers.
- Generated over \$3 million of revenue opportunities by identifying the monetary value of social content with 40 new sponsorable content series.
- Launched new uniform digital marketing campaign generating over 15,000 new sales leads.
- Led and contributed to team of 8 in capturing and producing photos, video, and graphics for publishing on social and digital platforms, including the most retweeted post by an NFL team in history.

### **Air Force Academy Athletics** – *Assistant Director of Marketing* June 2014 - July 2016

- Directed game day production and promotion for football, men's basketball, and hockey, collaborating with internal and external stakeholders to ensure seamless execution.
- Created comprehensive marketing plans for revenue sports programs, including football, men's basketball, hockey, and women's basketball.
- Developed and implemented the first Social Media Policies and Procedures Manual in Air Force Athletics history.

### **Freelancer** Jan 2009 - July 2017

- *PGA TOUR*: Produced content and published articles across the PGA TOUR social and web portfolio. Redesigned 30+ tournament websites.
- *USA Triathlon*: Designed graphics for various projects including the Collegiate Club & High School 2017 National Championships program.
- *Davenport University*: Designed graphics for football recruiting efforts.
- Published 19 times as photographer in "Gettysburg 1863: Seething Hell."

## EDUCATION

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**Penn State University** - *Bachelor of Arts, Donald P. Bellisario College of Communications (Telecommunication)*