

DONTÉ L. CARTY

732-213-2854

www.linkedin.com/in/DonteLCarty

CartyD13@gmail.com

SUMMARY:

Experienced marketing director with expertise in developing marketing and promotional campaigns, brand building, and team-leading. Excels in executing brand strategies within competitive environments. Articulate and personable communicator, with well-defined management capabilities and excellent interpersonal communication skills. An active coordinator and team player that understands that it takes an individual effort to succeed and a team to thrive.

CORE COMPETENCIES:

- Directing marketing and promotional campaigns with goal of increasing brand awareness
- Communicate goals and objectives effectively to ensure success of strategic plan
- Creative with ability to see projects from concept to completion

PROFESSIONAL EXPERIENCE:

UNIVERSITY OF SAN DIEGO, San Diego, CA

2016 - present

Assistant Athletic Director – Marketing & Promotions

Marketing & Promotions

- Develop and implement athletic department marketing and promotional campaigns for 17 NCAA Division I sports.
- Manage the budget for marketing and communications office, \$430,000.
- Direct branding standards for athletics, athletes and campus-wide partnerships.
- Oversee long-term and short-term brand/marketing goals.
- Manage sponsor fulfillment and sponsor package development.
- Build and oversee all marketing relationships with vendors and community partners.
- Oversee and direct all in-game entertainment for ticketed sports.

Digital Media

- Oversee digital media strategy for official athletic mediums (website, YouTube, Instagram, Facebook, Twitter).
- Develop ideas and engaging content to ignite fan base and garner interest from users.
- Experienced an increase of users and engagement on all social media platforms since 2016.
- Content creator for website, emails, solicitations, and marketing materials.

Management

- Manage season ticket sales campaigns (season tickets for Basketball, Football and Baseball) and group ticket sales.
- Surpassed ticket revenue goals in each of the last three years, on pace for year four, \$450,000 goal.
- Build strong partnerships with community organizations for increased brand awareness (i.e., Padres, San Diego Board of Education).
- Coordinate appearances for teams at local events (i.e., Linda Vista Multicultural Parade).

Supervisory

- Supervise the Assistant Director of Marketing, Torero Spirit Team Coaches, Torero Pep Band Director, graduate and undergraduate interns, casual workers and student workers.

RIDER UNIVERSITY, Mercer County, NJ
Coordinator of Athletic Marketing & Promotions

2012 – 2016

Marketing and Promotions

- Managed the development and implementation of marketing plans for Rider University's 20 Division I Athletic teams and served as the primary marketing contact for all sports.
- Planned and oversaw major athletic events (i.e., Golf Gala, 5K Walk Run, Midnight MAACness).
- Supervised marketing and promotions student team.
- Oversaw the rebranding of all major facilities.
- Created all print and digital content for department communication.

Digital Media

- Oversaw and implemented social media strategy for all official athletic social media sites (Facebook, Twitter, Instagram, and Snapchat).
- Experienced sustained growth in all social media platforms over a four-year period.

Sponsorship and Tickets

- Secured sponsorships for athletic events, including men's and women's basketball games, and golf gala.
- Implemented all sponsor request and contract elements. Including PA reads, radio reads, venue signage (static and LED), and on-court elements.
- Oversaw group ticket sales for department.

Graduate Assistant for Athletic Marketing: Rider University, Lawrenceville, NJ

2010 - 2012

Associate Account Executive – Director of Operations: Gazelle Group, Princeton, NJ

2009 - 2010

EDUCATION:

MBA, Marketing, Rider University, May 2012

B.S., Business Administration: Management and Leadership, Political Science, Rider University, May 2009

SKILLS:

- Ability to prioritize multiple tasks, proactively problem solves and is highly organized.
- Embody a strong work ethic with strong written and oral communication skills.
- Ability to work effectively with individuals from diverse communities and backgrounds.
- Ability to make administrative/ procedural decisions and judgments.
- Proficient with Adobe Photoshop, Illustrator, InDesign as well as Microsoft Office suite.