

Steve Macy

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Marketing, sponsorship and communication expert that boasts a well-rounded experience to deliver results with the entire organization in mind. Hustle, teamwork and an insatiable appetite for results drive a daily pursuit of excellence.

WORK EXPERIENCE

University of Memphis

Sr. Associate Athletic Director for External Relations

Oct., 2015 - Nov., 2020

Led a team of 24 staff in marketing, communications, branding, graphic design, video/TV, social media, sponsorships and promotions.

- Created and led marketing plans, promotions and ticket sales efforts that resulted in Memphis men's basketball [being ranked first in the nation](#) in average attendance increase in 2018-19 and second nationally in 19-20. Set all-time [conference record](#) for attendance in the sport of football.
- Won six design and production awards in the past four years, including a "[national championship](#)" in 2019, as the football intro video was recognized as the best in the country.
- Created [new programs](#) and partnerships that resulted in a 59% increase in annual branding revenues as the licensing director in four years.
- Boosted engagement, [content](#) and consistency that led to a 31.6% increase in social media followers over the past two years.
- Designed new sponsorship packages and created over \$700,000 in annual media advertising.
- Led sponsorship team that set record revenues in five consecutive fiscal years.
- Placed all retargeting, Google, [Facebook](#), digital, print, TV, billboard and radio inventory.
- Responsible for scripts, copywriting and graphic design.
- Managed relationship with ad agencies.

New Mexico State University

Associate Athletic Director, Marketing

July, 2007-October, 2015

Led all marketing, promotions, communications, licensing, sponsorship, radio and television staffs.

- Increased net corporate partnership revenue by \$500,000.
- Established record sales in all seven season ticketed sports.
- Managed the "AggieUp" marketing campaign.
- Created a [new logo](#) and brand that increased licensing revenue by 9%.
- Helped [create a TV distribution network](#) called AggieVision, and negotiated agreements with Altitude Sports, FS-Arizona, FS-Southwest, and Comcast affiliates to create a reach of over 23 million homes, the largest school distribution network until the Longhorn Network.
- Helped design and then serve as Executive Director of NMSU Sports Enterprises, Inc., a 501c3 responsible for creating strategic partnerships to generate revenue and exposure.

Western Athletic Conference

Associate Commissioner*July, 2004 – July, 2007*

Coordinated all matters pertaining to marketing, promotions, corporate development, and licensing/merchandising.

- Designed, coordinated and managed all assets of the first-ever conference-wide [digital network](#), including Internet connectivity, scheduling, and production value. Coordinated all aspects in starting up this endeavor, including identifying technical partners, contract negotiations, technical development, and training.
- Organized and launched the WAC [PlayUp marketing campaign](#).
- Sold all sponsorships for championship events, and league-wide deals, resulting in new revenue for the conference.
- Managed relationship with ad agency.

Assistant Commissioner*February, 1999 – July, 2004*

CFO and Basketball Tournament Director, while also managing marketing, promotions, licensing and sponsorship sales.

- Coordinated all matters relating to the business affairs of the conference, including budgeting, payroll, revenue forecasting, investing, and disbursements. Through strong communication and fiscal management, the expense budget was never exceeded.
- Served as the WAC Basketball Tournament Director on an annual basis and coordinated the tournament in three different locations (Las Vegas, Fresno [Tulsa](#)).
- Formed the “Where Actions Count” campaign.

Assistant/Associate Director of Marketing*August, 1994 – February, 1999*

Facilitated marketing, promotions, corporate development, and licensing/merchandising.

EDUCATION

Master of Science, Georgia Southern University | Major: Sports Management

Bachelor of Arts, University of Toledo | Major: Political Science

SKILLS

Branding | Fiscal Management | Sports Marketing | Management | Microsoft Office | Social Media Marketing | Media Relations | Media Buying | Sponsorship Sales | Presentation Skills | Ad Placement | Marketing Strategy | Marketing Plans | Sales Experience | Digital Marketing | Agency Management | Script Writing | Event Marketing | Event Management | Copywriting | WordPress | Adobe Creative Suite | Graphic Design | Social Media Management | Fundraising | Video Production | Layout Design | Public Relations | Project Management | Supervising experience | Email Marketing