

David DeLooper

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EDUCATION

Southern New Hampshire University Master of Business Association	Graduate Program Class of 2020
The College of New Jersey Double Major: Finance & Marketing	Ewing, NJ Class of 2015
Stanford Graduate School of Business Diversity and Inclusion for Organizational Excellence	Executive Education Program September, 2022

EXPERIENCE

Red Bull Media House **Philadelphia, PA**
Sr. Communications Manager *2019 – Present*

- Lead Marketing and Communications strategy (public relations, social, content, media, influencers) for Mid Atlantic Region, managing team and partners to execute cross-functional storytelling and content campaigns across sports, brand, and culture.
- Integrated campaigns: Develop and execute multi-channel storytelling campaigns, working cross-functionally to address business challenges and reach consumers at the right time in the right place to grow user base.
- Content development and strategy: Create multi-platform content campaigns; lead creative development and oversee production. Drive ideation and strategy deliver on campaign KPIs. Own content plans, strategy, channel planning.
- Influencers and community: Lead 50 person influencer program, building creator network and creating brand experiences.
- Team and project management: Deliver against 30+ projects annually, managing team, timelines, budgets. Hire and manage freelancers, agencies and external partners to support execution. Set and track KPIs, reporting.
- Partner & Athlete Management: Oversee yearlong communications strategies and content plans for Philadelphia 76ers, Woodward PA, Anthony Davis, P.K. Subban, Lexi Thompson, and Matisse Thybulle.
- Budget Management: Successfully oversee annual budgets (2MM+ per year) within 2% each year through negotiated agency agreements and contracts.

Communications Specialist, Sports (Atlanta based) *2017 –2019*

- Apply audience-centric communications strategies across the PESO model to continue to build Red Bull's authenticity, relevancy, and brand love across the sportive landscape with targeted distribution.
- Oversaw partnerships included San Antonio Spurs and New Orleans Pelicans

ELEAGUE – Turner Sports **Atlanta, GA**
Soccer Gaming Consultant *2018 –2019*

- Project Based Consultant for Eleague team on properties including FIFA, FUT Championships and eMLS to help identify player and commentator content opportunities.
- Create engaging, timely social content for ELEAGUE social handles during live tournaments.

New York Red Bulls **Harrison, NJ**
Grassroots Marketing Manager *2016 - 2017*

- Managed Street Team of 25 members to grow brand awareness, develop fans, and activate in tri-state area.
- Managed Pub Partnership Program with 26 partners to generate over \$76,000 in Ticket Sales.
- Created an Official Influencer Program to activate year round at games and drive new fan awareness.

ADDITIONAL

- 4 Year NCAA Varsity Athlete and role model to my dog.
- NBA Fan of the Year 2020; Hawaiian Shirt Friday advocate; Rubik's Cube Solver; Struggling golfer.
- Published writer and public speaker at over 20 events.
- Personal Projects include 30 for 30 for 30, Air Obama, Milkcrate Basketball.