



SCOTT HUTCHISON



PROVEN MARKETING EXECUTIVE



DATA, CREATIVITY, LEADERSHIP



DRIVING RESULTS

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Hi, I'm Scott.

A **fractional sports marketer** who transforms businesses through strategic, multi-channel approaches. I deliver insights, ideas, and actions across golf, soccer, and beyond.

My 20+ year journey spans working with established global brands like Pepsi, Unilever, Microsoft, and Volkswagen, alongside ambitious challenger brands. As co-founder of a pioneering soccer marketing agency, I guided our company through 13 years of growth to a successful exit in 2023.

With my current consultancy, think of me as a caddie and a player - blending strategic thinking with hands-on execution to help businesses score when it matters most. Driving growth for brands that are ready to make their mark.



Experience



Recent Roles

Hole and One

Founder and Principal
2023 - Present

Launched a solo sports marketing consultancy providing hands-on, integrated marketing solutions that help founders and challenger brands transform strategy into measurable impact. Leverages 20+ years of sports marketing expertise to drive audience growth, develop revenue streams, and create authentic brand connections. Currently working within the worlds of soccer and golf.

For Soccer

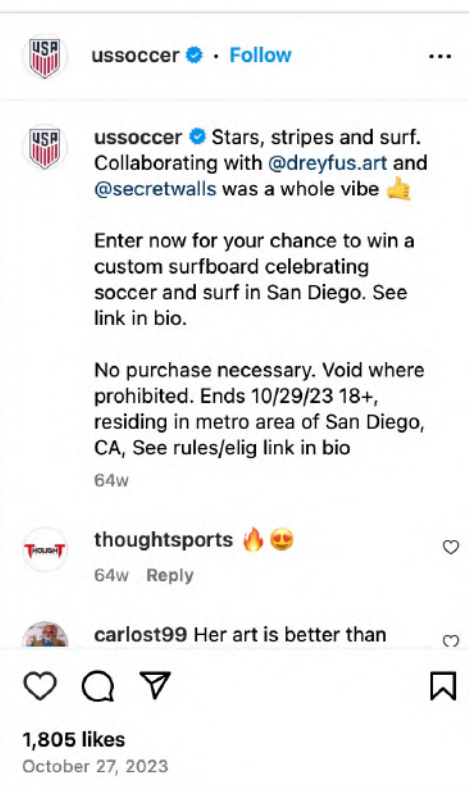
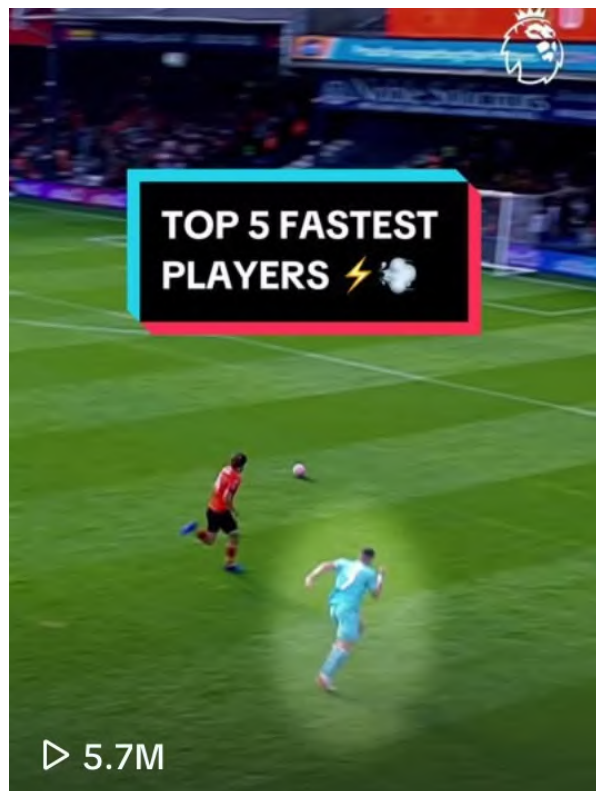
Head of Emerging Business, Marketing & PR
2023 - 2025

Led team of 5 FTEs plus freelance talent driving business expansion through DTC e-commerce, performance marketing, and strategic partnerships. Developed staff while stewarding owned-and-operated properties that engage 250K+ diverse players and families annually, supported by major brands like Allstate, Verizon and Ford. Oversaw seven-figure budgets to advance proprietary research initiatives, 1P data growth, and strategic CRM communications.

Gilt Edge Soccer Marketing

Founding Partner, Marketing and Strategy
2009 - 2023

Co-founded and grew pioneering soccer marketing agency to 16 FTEs and profitable exit in 13 years. Led integrated marketing and strategic initiatives, managing seven-figure client budgets and high-performing teams that scaled engaged social media followings to 4MM+, fueled 400K+ experiential interactions, and exceeded performance targets for global brands like Pepsi, Unilever and Microsoft.



I've **ideated and orchestrated digital content programs** that connect top sports brands with passionate fans. Working with talented teams and partners, we've created thousands of pieces across social, shows, activations and campaigns.

Key examples include the award-winning Chelsea Mic'd Up podcast, artist collectives with Monorex & Secret Walls, viral Premier League content, celebrity driver spotlights with Volkswagen, and cultural storytelling with Chelsea x Charcoal Pitch - from TikTok to Trophy Tours, always focused on authentic engagement that drives measurable value.

I created immersive event experiences and digital extensions for Volkswagen at US Soccer matches nationwide, transforming stadiums and neighborhoods into brand-centric touch points. These activations seamlessly blended vehicle displays with soccer culture, generating shareable moments through player meet and greets, live music, art installations, and interactive demos.





At NBC Sports x Premier League fan fests in iconic venues like Fenway Park in Boston, South Beach in Miami, and City Hall in Philadelphia, **I developed programs that boosted in-person attendance, broadcast viewership and social engagement.** My work included celebrity integration, mascot appearances, cross-sport collaborations, art displays, supporters club outreach and creative stunts designed to generate earned media coverage.

I directed proprietary research initiatives at For Soccer, including our annual *United States of Soccer* census, transforming data into strategic insights that generated earned media, accelerated sales, created new revenue streams, strengthened our work, and increased company visibility.





I guided and championed high-value community sports programs, including owned-and-operated initiatives like Alianza de Futbol and Black Star, contributions to USSF's 20 for 20, and custom fundraisers like SNHU Kickstart. These initiatives empowered over 350K athletes and their families through meaningful engagement and transformative charitable efforts.

I crafted impactful sweepstakes prizes, premium items, PR kits, and product seeding programs, managing all stages, from concept and design to execution and analysis, and driving results at every step for brands like Alcatel, Audi, Windows, FOX Sports, Manchester City, and more.





Packaging team, athlete, and brand partnerships into smart, genuine and relatable concepts, **I negotiated opportunities and executed campaigns** that hit when the shots matter most.

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Education

Loyola University Chicago
MBA, Marketing

Loyola University Chicago
Certification, Sports Management

Illinois State University
Marketing

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Skills

- + Strategic Thinking
- + Integrated Marketing
- + Business Development
- + Sales Enablement
- + Growth Marketing
- + Consumer Data & Insights
- + Business Results

- + CRM & E-Commerce
- + Entrepreneurship
- + Team Leadership & Mentorship
- + Relationship Building
- + Account Management
- + Creative Vision & Direction
(Design, Copy, Photo, Video)

- + Digital & Social Media Marketing
- + Experiential Marketing
- + Sponsorship Activation
- + Media Strategy & Distribution
- + Contemporary PR
- + Sweepstakes & Promotions
- + Campaign Performance & Analysis

Clients

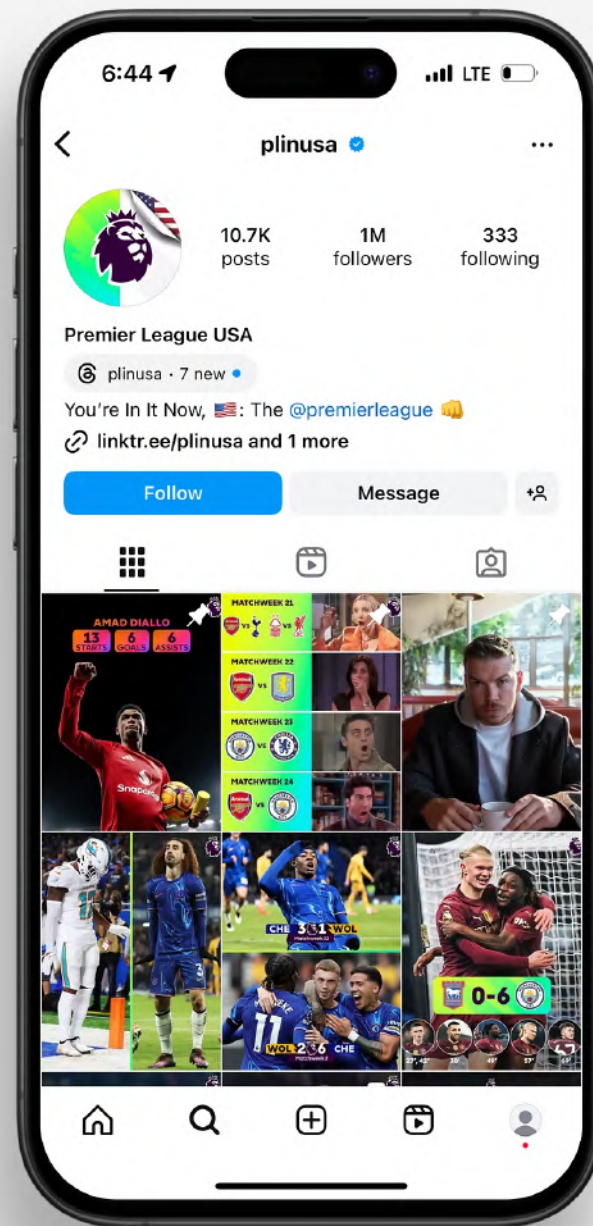
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These organizations trusted me to help drive their business growth across multiple agencies and roles.



Case Studies

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Premier League USA



+
Heineken x UCL



+
Alianza de Futbol





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Premier League USA

Opportunity: Build and nurture a genuine US-based Premier League fan community while preserving global brand integrity.

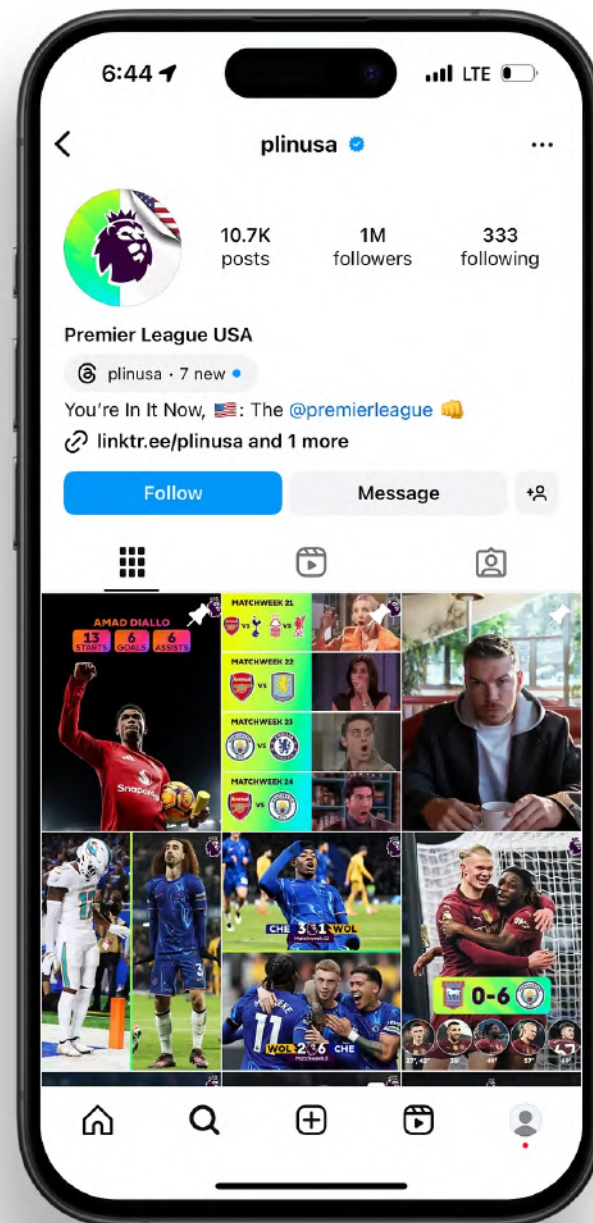
Key Actions/Approach:

- Dedicated US channels to complement, not replace, UK
- High-touch engagement, think 'watch along' style interaction
- Mix of custom content, promotions, community portraits, and surprise-and-delight for youth, millennials, and families
- Real-world experiences w/in digital strategy - e.g., Thanksgiving pie mailings and Mother's Day breakfast-in-bed matchday kits

Top Measurable Results:

- 1MM+ followers on Twitter + Instagram organically in 4 seasons
- Engagement rates surpassing NFL, NBA, and MLB benchmarks
- Overwhelmingly positive audience sentiment and feedback

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Premier League USA



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Heineken x UCL



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Alianza de Futbol



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Heineken x UCL

Opportunity: Drive Heineken purchase and consumption during UEFA Champions League matches in the challenging US weekday afternoon time slot.

Key Actions/Approach:

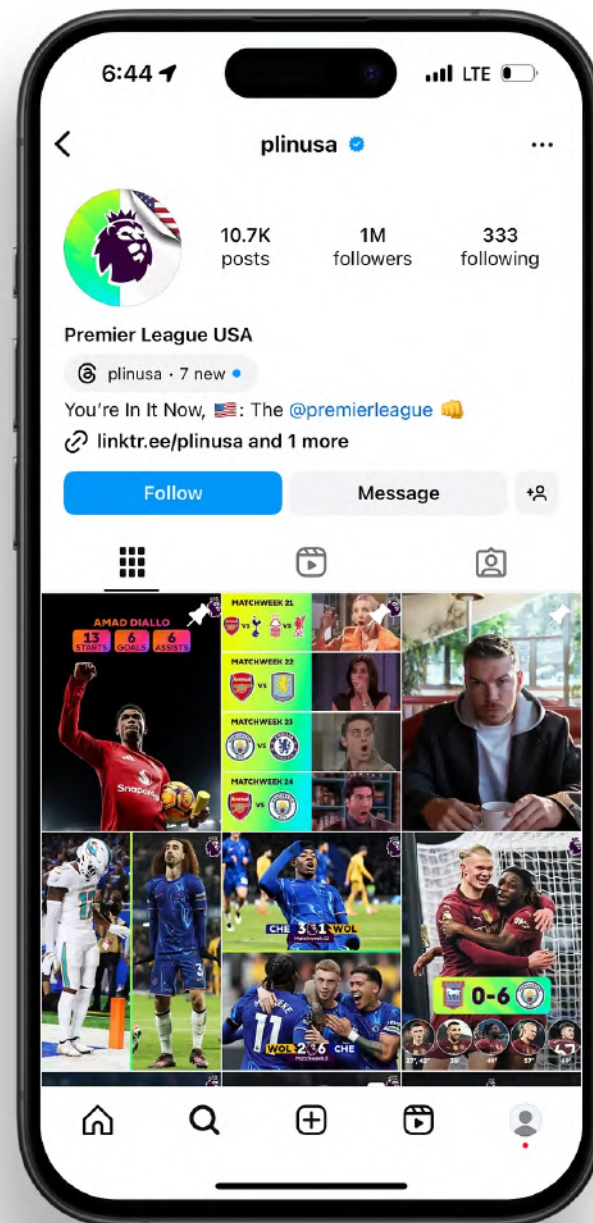
- Sourced and managed network of 250+ local supporters clubs
- Created peer-driven sweepstakes encouraging group viewing
- Designed autographed memorabilia promotions and custom pub/bar incentive program for on-premise activation
- Developed and sold-in national Buffalo Wild Wings partnership to bring UCL promotions to restaurants nationwide

Top Measurable Results:

- Double-digit sales growth and NPS gains over four seasons
- Consistently exceeded quarterly on-premise trade targets



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Premier League USA



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Heineken x UCL



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Alianza de Futbol





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Alianza de Futbol

Opportunity: Design and implement comprehensive Alianza merchandise strategy balancing event sales and e-comm growth.

Key Actions/Approach:

- Architected research-driven product strategy, expanding core brand SKUs and launching lifestyle collection ('Para La Cultura')
- Created omnichannel framework connecting 8 regional events (25,000+ attendees at each), 100K+ 1P database, 275K+ social following, creator network and new digital storefront
- Built agile operations with 3PL partner and print-on-demand pilot

Top Measurable Results:

- Established baseline metrics and KPIs for scalable growth
- Set up integrated sales reporting (physical + digital channels)
- Reduced operational costs 78% through process optimization

Contact

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CHICAGO

S C O T T

BOSTON

H U T C H I S O N

PROVEN MARKETING
EXECUTIVE

773-504-7788
SCOTT.D.HUTCHISON@GMAIL.COM
SCOTTDHUTCH.COM

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Thank You