

OK, Oklahoma City  
jamesprice186@gmail.com  
630-806-1138

# JAMES PRICE

DIGITAL MARKETING LEADER

## PROFESSIONAL SUMMARY

A creative marketing leader with proven experience (6+ years) in digital, social media, public relations, brand management, creative direction and sports promotion across multiple sports organizations and industries and 4+ years of people management.

## EMPLOYMENT HISTORY

SEP 2022 - PRESENT

### Director of Social Media, Oklahoma City Thunder, Oklahoma City, OK

- Oversee department and lead all elements of the Thunder's 27 social media accounts including creative strategy, video production, copywriting, promotional strategy and content distribution
- Recruited two full-time Social Media Coordinators and oversee Social Media Manager, focusing on growth and development of entire team
- Manage department's budget and paid social strategy efforts, focusing on localized storytelling and international growth and helped two YouTube content series see record views in second year
- Lead growth of social channels - key follower growth on @okcthunder includes 32% TikTok, 20% LinkedIn, 13% YouTube, and 9% on Instagram since September 2022
- In collaboration with Broadcast Production team, earned the Thunder a YouTube Silver award; led social activation of NBA All-Star 2023 and NBA All-Star 2024, coinciding with Shai Gilgeous-Alexander earning his first All-Star appearance and All-Star Starter appearance
- Generated 4,700+ unique leads and 2,200+ new marketing leads through strategic social media campaigns
- Led rebranding of Thunder Girls accounts to Thunder Entertainers
- Work in tandem across organization and senior leadership team on all large-scale social media campaigns
- Launched and optimized multiple corporate partner social media campaigns in tandem with Corporate Partnerships

DEC 2019 - AUG 2022

### Director of Marketing & Digital, Wisconsin Herd - NBA G League Affiliate, Milwaukee Bucks, Oshkosh, Wis.

- Led copywriting, creative strategy, content management for Wisconsinherd.com, email marketing, social media and general market advertising initiatives and campaigns
- Oversaw content strategy and production including photography and publishing for Google Business, X, Instagram, LinkedIn, Facebook and YouTube and GIPHY channels
- Managed Video Coordinator, Digital Marketing Intern and Graphic Designer
- Project managed all marketing, video, design and email marketing requests with Milwaukee Bucks
- Oversaw Wisconsin Herd marketing budget and led all marketing efforts for giveaways and promotions including t-shirt designs, giveaways and leading auxiliary branding for Wisconsin Herd
- Increased team's Instagram following by 25 percent, Facebook page likes by 40 percent, Facebook page following by 42 percent, and Twitter followers by 45 percent, consistently ranking top 10 in the league in engagement and impressions; increased email marketing opt-ins by 51 percent
- Oversaw community-themed jersey auction development and promotion, raising over \$30,000 for Wisconsin-based non-profit organizations in two seasons
- Launched e-commerce platform for franchise [Wisconsinherd.shop](#) and led promotion, digital sponsorship activation, and other fan development initiatives, generating over \$20,000 in new e-commerce retail revenue in less than one year

## SKILLS

Brand Management

Copywriting

Creative Direction

Sports Promotion

Community Engagement

Social Media Strategy

Photography

Photoshop

Lightroom

## LINKS

[Portfolio](#)

## EMPLOYMENT HISTORY

MAR 2019 - SEP 2019

### Marketing and Digital Assistant, York Revolution Professional Baseball Club, York, PA

- Launched team's first-ever content calendar and managed the team's Instagram, Google Business, Twitter, Facebook, and team app, creating 1,300 social posts through GIFs, copywriting, short videos, photos, and other content
- Increased the team's Facebook page likes by 15 percent, organic Facebook post reach by 30 percent, and Instagram followers by 30 percent
- Increased in-season year-over-year Twitter impressions by 150 percent, link clicks by 33 percent, likes by 424 percent, and retweets by 61 percent
- Supported paid promotional functions to promote giveaways, theme nights, and upcoming games on social media
- Collaborated with the creative team to produce engaging visual content for social media platforms including season-long campaigns, player statistic milestones and more

FEB 2018 - JUN 2018

### Public Relations Coordinator, Baird, Milwaukee, WI

- Developed and maintained relationships with key media outlets to ensure positive coverage of the company's activities and initiatives
- Tracked and managed media coverage for Private Wealth Management division
- Wrote and distributed communication pieces for Baird's five business units and Baird Gives Back Week, consistently securing earned media coverage in local and national media outlet

SEP 2017 - APR 2018

### Marketing and Promotions Lead, Milwaukee Admirals, Milwaukee, WI

- Responded to fan inquiries at games and community events to improve fan experience
- Oversaw and executed in-game promotions to enhance Admirals and sponsors' brand recognition
- Oversaw 50/50 raffle on select game nights
- Managed collegiate interns and supported growth during internship

JAN 2017 - JAN 2018

### Public Relations Associate, Mueller Communications, Milwaukee, Wis.

- Wrote content including press releases, email newsletters, social media copy and customer experience surveys
- Secured story placement for clients including UnitedHealthcare and Meijer
- Developed and maintained positive relationships with media outlets and journalists to maximize media coverage for clients

## EDUCATION

AUG 2016 - JUN 2018

### M.A., Sports Administration, Northwestern University

SEP 2012 - MAY 2016

### B.A., Advertising, Marquette University

Minor: Marketing

## OTHER ACCOMPLISHMENTS AND ACTIVITIES

2022 NBA G League Marketing Advisory Council Member, 2021 Oshkosh Chamber of Commerce Young Professional of the Year, Oshkosh Area Community Pantry Committee Member, City of Oshkosh Diversity, Equity and Inclusion Committee Member, Milwaukee Bucks Emerging Leaders Program Participant