

MIRANDA MEEK

Senior Marketing & Branding Professional

PROFILE

Senior Marketing Manager who drives company growth through creative, innovative, and decisive marketing strategies with sports marketing and agency experience. Skilled at analyzing visual design and managing successful creative and project account teams while balancing deadlines and corporate responsibility to develop effective and targeted marketing campaigns. Provided creative leadership, idea generation, brand development, planning and supervision of production shoots for all brand activities and representations. Supportive team leader, master negotiator, creative translator, problem solver and mentor.

EXPERIENCE

Marketing and Brand Manager

Chip Ganassi Racing Teams (CGR) / 2013 - 2018

Responsible for the strategic vision of Chip Ganassi Racing's marketing department. Point person for developing, implementing marketing, branding and content initiatives for team partners as well as the Chip Ganassi Racing brand. Sole manager of all CGR brand management and approvals as well as creative development and production, including: graphic design, licensing and merchandise.

- Managed team of five contract graphic designers, external production teams, a Licensing Coordinator, a Marketing Coordinator and uniform and licensing vendors.
- Identified need for overall company marketing strategy based on sales, state of the sport and fan engagement forecast.
 - Developed, pitched and successfully executed first two CGR company campaigns, #OneTeamWeekend and I Like Winners.
 - Cross platform campaigns resulted in 91% increased engagement with fans, 4% spike in impressions and brand awareness, and 200% boost in account growth.
 - Campaign was launched publicly across three CGR primary social media platforms, corporate website, nine athletes, business development teams, and merchandising with branded collateral designed and distributed internally to all stakeholders to achieve campaign goals.
- Analyzed performance of all branding programs with Nielsen Sports metrics and sanctioning bodies to identify the best opportunities for optimization. Resulted in increased media exposure for brands and 80% retention of primary partnerships.
- Evaluated return-on-investment and profit-loss projections of graphic design spend; overhauled company creative request process resulting in \$20,000 savings year one with additional savings year over year while increasing interdepartmental requests 50%.
- Accountable for conceptualization, execution, and management of all creative development for company and partners. This included but was not limited to: 17 athletes, 11 race teams across five different global series, 13 primary partners and up to 50+ associate partners per year, as well as internal and business development requests.
- Produced sales presentations for business development team resulting in \$5 million increased revenue.

CONTACT

- Relocating to Kansas City (May 1)
- 317.540.4580
- meek.miranda@yahoo.com

EDUCATION

- B.A. Communications
- Indiana University, 2007

SKILLS

- Project management
- Account management
- Design strategy
- Project proposals
- Microsoft Office Suite
- Adobe Creative Suite
- Facebook, Twitter, Instagram and Snapchat
- Deadline-driven
- Conceptual thinking
- PC and Mac

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EXPERIENCE CONT'D

- Created the look and feel of the organization's internal branding presence with the intent to improve employee satisfaction and motivation, celebrate organizational wins across all teams as one team, boost fan engagement during shop visits, and increase gift shop sales.
- Developed templates for partnership, social media, and public relations teams to use on-the-go for 36 race weekends per season, including: race preview, race recaps, race win collateral (produced within 24 hours), presentations, and reports.

COMMUNICATIONS, ACCOUNT EXECUTIVE

JUST MARKETING INTERNATIONAL (re-branded as CSM) / 2012 - 2013

Responsible for launching @PaddockInsider, a new social media account providing exclusive access to racing fans on behalf of Verizon Wireless.

- Worked closely with Account Management team to develop social media campaigns to help achieve goals of increased followers, organic fan connections and establishing reputable brand.
- Developed monthly reports on all social trends submitted to management and Verizon corporate teams.
- Generated, edited, published and shared daily content (original text, images, video or HTML) that built meaningful connections and encouraged fan engagement.
- Traveled to all 15+ races as on-site voice and ambassador for all Paddock Insider content.

EVENT MANAGEMENT, ACCOUNT EXECUTIVE

JUST MARKETING INTERNATIONAL (re-branded as CSM) / 2008 - 2012

- Managed all event phases of UPS Racing NASCAR sponsorship including program objectives and goals, team and series relationships, media personalities, event planning, execution and reporting.
- Prepared all event budgets, projections and budget-to-actual reports for internal and client reporting.
- Lead on all creative processes, including development of successful creative campaign, We Love Logistics, through core creative, asset branding and program messaging.
- Oversaw Account Coordinator on all event deliverables.
- Traveled to 20+ events and races per season.

BRANDS

- AXE
- Bass Pro Shops
- Big Machine Records
- Cessna
- Credit One Bank
- Clorox
- Coca-Cola
- Cottonelle
- Disney
- Ford
- Gearwrench
- McDonald's
- Mello Yello
- NTT DATA
- Novo Nordisk
- Target
- UPS
- Verizon Wireless

ABOUT ME

- Resourceful
- Thinker
- Doer
- Passionate
- Competitive
- Committed
- Energetic
- Retired swimmer...aspiring triathlete
- College basketball fanatic (three time March Madness bracket winner!)
- Amateur portrait mode iPhone photographer