



# NICK DAWES

MARKETING • CONTENT MANAGEMENT

*Building brand recognition and staying-power through creative content production and design for nearly 10 years. Engaged in a dedicated pursuit of the creative cutting edge.*

**FOUNDER, CREATIVE DIRECTOR**

**HAY BARN MEDIA LLC**

I provide creative freelance services including video production, photography, graphic design, and marketing strategy. When a full-time position accounts for the majority of my time, rather than freelance efforts, Hay Barn Media has also become an outlet for me to document and share my own personal adventures in the realms of fishing, hunting, foraging, dog training, and land management.



## EXPERIENCE

**MARKETING, ST. LOUIS**

**MURPHY COMPANY  
JULY 2021 - PRESENT**

- I produce, record, and edit all Murphy Company video and multi-media content including but not limited to motion graphic design, color grading, photography, and sound design.
- I design and maintain all Murphy Company marketing & sales collateral, manage all RFQ & RFP's, and oversee all matters pertaining to promotional or branded purchasing.
- I manage Murphy Company's brand aesthetic and cultivate our digital presence through creative multi-media production and marketing strategy.

**DIRECTOR, MARKETING & CREATIVE**

**SAINT LOUIS FOOTBALL CLUB & SAINT LOUIS SCOTT GALLAGHER  
OCTOBER 2019 - NOVEMBER 2020**

- I oversaw all marketing content and partnership assets for digital or print display in tandem with annual/seasonal corporate sponsorship contracts, ticket sales & facility KPI's, and national broadcast standards.
- I designed and implemented all paid video, digital display (web), and print media strategies targeting business-line specific audiences and growing brand awareness within the Greater St. Louis area.
- I managed a team of photographers, videographers, marketing coordinators and interns and developed content based on their deliverables to drive brand awareness and cultivate a voice that authentically reflected American and St. Louis soccer culture.
- I built and managed our brand and product identity while working to develop our social voice, enhance our digital fan experience, and maximize fans digital-engagement.

**MANAGER, MARKETING & GRAPHIC DESIGN**

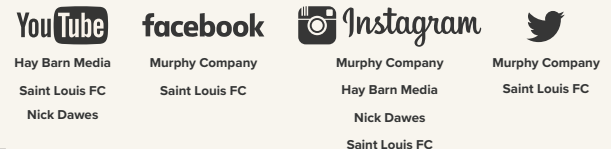
**SAN ANTONIO SCORPIONS FOOTBALL CLUB,  
DECEMBER 2013 - JANUARY 2016**

- I produced, designed, and managed all video content for digital and social distribution including all motion graphics and visual design elements.
- I produced and managed all marketing content pertaining to ticket sales, merchandise, partnerships, and promotional materials.

## SKILLS & EDUCATION



Ten (10) years of content management experience for press and social media outlets. Four (4) years team management.



**WEBSTER UNIVERSITY**

BACHELOR OF ARTS - MEDIA COMMUNICATIONS

ACADEMIC EMPHASIS ON VISUAL COMMUNICATIONS & GRAPHIC DESIGN • MINORS IN AUDIO PRODUCTION & FILM STUDIES

## PROFESSIONAL REFERENCES

**LENNY DESHURLEY**

SENIOR IMPLEMENTATION MANAGER - BUILDOPS

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**JEREMY ALUMBAUGH**

MANAGING DIRECTOR - CHATTANOOGA FOOTBALL CLUB

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**PRESTON PETRI**

SENIOR DIRECTOR OF SOCCER OPERATIONS - SPURS SPORTS & ENTERTAINMENT

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