

KEITH A. GREEN, APR

148 Birch Avenue, Little Silver, NJ 07739

732.870.7977 (mobile) keithgreen1969@gmail.com; www.linkedin.com/in/keithagreen/

SUMMARY:

Senior strategic communications executive with more than two decades of experience in high-profile public relations and marketing positions in the NBA, NASCAR and at a global media entertainment brand. A seasoned educator and guest lecturer who motivates and inspires students through creative lectures, case studies and open, two-way communication. A student-focused faculty member who leverages a vast and strong network to create career development and advancement opportunities for students in the evolving, digitally-focused marketplace.

Key skills/core competencies include:

- PR Campaign Development
- Digital Storytelling
- Sports/Entertainment Marketing
- Media Relations
- Content Strategy and Creation
- Social Media Tools and Analytics
- Teaching
- Mentoring
- Networking
- Partnership Development
- Client Relations
- Agency Management
- Public Speaking
- Digital Advertising
- Writing and Editing
- Creativity
- Awards Submissions
- Crisis Communications

PROFESSIONAL EXPERIENCE:

Principal, Emerald Owl Communications (February 2019-Present)

- Projects include PR campaign strategy and execution for PR agencies, feature writing, press releases, speaking about digital storytelling at an integrated marketing conference, assisting with new business opportunities and writing a book.

Assistant Professor of Public Relations and Strategic Communication (September 2019-present)

- Teach PR Writing and Writing for the Media.
- Oversee Hawk Communications, a student-led marketing communications agency.
- Student advisor and mentor.

Vice President, B2B Communications & Partnerships, Guinness World Records (November 2015-February 2019)

- Led an internal agency for the North America office, "The Records Lab" comprised of team members in PR, records management, client services and marketing. Collaborated with the PR department to drive earned media opportunities around client events and campaigns
- Commercial revenue increased 49% while running the B2B sales team and B2B marketing efforts. Leveraged network to drive \$1M+ of revenue.
- Established a formal sales process, wrote a sales manual and oversaw a B2B market strategy, including digital marketing and experiential tactics.
- Wrote thought leadership pieces, served as B2B spokesperson and presented at industry conferences including PRSA, PRSSA, SXSW, ANA, Digital Marketing World Forum, Digital Summit Philadelphia and Youth Marketing Summit.
- Structured and managed B2B marketing budgets, participated in monthly calls with senior leadership and negotiated contract terms with clients across a wide variety of industries.

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Senior Vice President, Synergy Events (October 2010- October 2015)

VP, Marketing & Communications, Synergy Events (August 2007-October 2010)

- Led B2B sales and marketing efforts for award-winning event marketing agency that planned and executed product launches and PR stunts for consumer brands and PR agencies.
- Exceeded sales goals every year in role, including a year that featured 70% YoY growth.
- Planned and managed email marketing campaigns that led to an average increase of 35% in engagement (opens, click-throughs, replies and sales).
- Directed redesign of company's website. New online marketing strategy resulted in 200% increase in site traffic during first 12 months.
- Company collected 10 industry awards and named to *Event Marketer's* Top 100 event marketing agency "It List" for eight straight years after starting the role.
- Led brainstorming, wrote proposals and developed and maintained budgets. Responded to RFP's and led in-person capabilities presentations and sales calls at agencies and brands.
- Wrote and edited newsletters, whitepapers, press releases and blog posts.
- Directed digital marketing efforts, including LinkedIn ads, email campaigns and database management.
- Managed a team of three plus seasonal interns.

Director of Public Relations, Richmond Raceway (May 2001-July 2007)

- Planned and executed public relations activities for 112,000-seat racing and entertainment facility, home to NASCAR and IndyCar races.
- Developed and executed a successful PR strategy by creating and maintaining successful relationships with media, sponsors, sanctioning body officials, community leaders and senior management.
- Instrumental in assisting corporate partners achieve their strategic marketing goals related to their sponsorships by successfully placing earned media stories. Companies included General Motors, Nextel, Verizon, Hardee's, SunTrust, Fas Mart and Virginia Tourism Corporation.
- Developed and managed public relations budget while helping the track outperform revenue projections by a combined \$2.5 million over five years.
- Interviewed hundreds of times for live TV, radio, print and digital stories. Appeared on network affiliate morning shows to promote race weekends. Also appeared on ESPN's SportsCenter and Outside the Lines programs.
- Leveraged media monitoring tools to track publicity efforts.
- Overhauled and restructured crisis communications efforts.
- Worked with operations management to redesign media center and press box facilities.
- Managed a team of two, seasonal interns and a race weekend staff of 10.

Director of Public Relations, Nazareth Speedway (Nov. 1998-May 2001)

- Directed PR efforts for 44,000-seat auto racing facility.
- Created and implemented promotions including "NASCAR Night at the Phillies" and "Driver of the Century Honoring Mario Andretti."
- Redesigned the track's logo and directed media center expansion efforts.
- Visited other race tracks on NASCAR and IndyCar race weekends to assist PR Director counterparts with media center management and crisis communications efforts.

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Assistant Director, Community Relations, Philadelphia 76ers (April 1996-Nov. 1998)
Account Executive, (June 1993-April 1996)

- Helped revitalize the team's public image through successful execution of team and league-wide community relations programs.
- Worked closely with players, coaches, team owner and area schools and non-profit agencies on outreach projects designed to raise money and awareness.
- In addition to full-time duties in community relations (and prior to that in the ticket office as a sales rep), wrote dozens of articles for the team's newsletter, yearbook and game programs. Interviewed team personnel, former and current players, and business executives for stories.

ADJUNCT FACULTY EXPERIENCE:

Virginia Commonwealth University (August 2013-December 2015)

- Created curriculum for and taught an online Sports Marketing course to graduate students enrolled in the university's internationally-recognized Center for Sport Leadership program.
- Utilized Blackboard platform to conduct weekly live classes. Received excellent student and administration feedback each semester.

Utah Valley University (January 2014- December 2014)

- Taught an online Sports PR course in an asynchronous environment.
- Utilized the university's platform to create PPT presentations and audio files.
- Created the curriculum for the course, which was the first of its kind at the school.
- Moderated online discussion forums to review book material and current events in sports.
- Pitched the idea for the course after meeting university faculty members at a PRSA conference.

University of Phoenix (March 2010-December 2012)

- Taught online undergraduate course in an asynchronous environment: "*Communication in Sport: Talking a Great Game.*"

Virginia State University (January 2007-May 2007)

- Pitched idea for and taught "*The Business and Marketing of NASCAR*" while the Director of Public Relations at Richmond Raceway. The course was among the first of its kind at an HBCU during the time that NASCAR launched its "Drive for Diversity" program.
- Created all course materials and leveraged network to successfully invite industry leaders and media members to guest lecture.
- Created "field trip" opportunities for students to experience "behind the scenes" race weekend activities including press conferences and driver "meet and greets."
- Successfully placed numerous earned media stories about the class.
- Formed an internship program with VSU students that is still current. The university and racetrack received "Drive for Diversity" awards from NASCAR in 2011 and 2019 as a result.
- Taught the course for one semester before taking a new full-time job in New Jersey.

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PROFESSIONAL MEMBERSHIPS AND CERTIFICATIONS:

- PRSA-NY; Chaired Professional Partners committee as a volunteer, elected board member
 - PRSA-NJ
 - PRSA-Philadelphia
 - ANA (Association of National Advertisers)
 - Philadelphia Public Relations Association
 - Publicity Club of New York
 - APR (Accredited Public Relations) certification.
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PROFESSIONAL DEVELOPMENT:

Conference Speaking Presentations and Panel Discussions:

- PRSA International Conference, *"Leveraging Mobile and Experiential Marketing to Drive PR,"* Detroit, Michigan, October 2008 (co-presented with Stan Phelps)
- PRSA Northeast District Conference, *"Leveraging Experiential Marketing to Drive PR,"* Troy, New York, November 2010 (co-presented with Stan Phelps)
- PRSA Northeast District Conference, *"Finding Your Brand's Superpower,"* Boston, Massachusetts, June 2016
- PRSA International Conference, *"Brands as Sources of Video Entertainment,"* Indianapolis, Indiana, October 2016 (Co-presented with Doug Simon)
- PRSSA "PR Elevated" Conference, *"Around the World in 8(0) Records,"* Orem, Utah, February 2017
- SXSW (through Spectrum Reach), *"Once Upon a Time: Turbocharging your Business,"* (panel), Austin, Texas, March 2017
- PR Summit D.C. *"For the Record, Making it Official with Guinness World Records,"* Washington D.C., June 2017
- Youth Marketing Summit, *"Finding Your Brand's Superpower,"* New York, New York, October 2017
- PRSA International Conference *"Finding Your Brand's Superpower,"* Boston, Massachusetts, October 2017
- GABBCON, *"Targeting Diverse Audiences Using Complex Data Sets,"* (panel) New York, New York, February 2018
- ANA Promotion Marketing Committee, *"Finding Your Brand's Superpower,"* New York, New York, March 2018
- Anniversary Marketing Summit, *"Leveraging Record Breaking for Anniversary Campaigns,"* Chicago, Illinois, May 2018
- PRSA Northeast District Conference, *"Improving Brainstorming Methods to Win More Business,"* Buffalo, New York, June 2018
- Digital Summit Philadelphia, *"Facebook Live 365, What we Learned in a Year of Digital Storytelling,"* Philadelphia, Pennsylvania, August 2018
- PRSA Webinar *"Driving Earned Media and Student, Alumni and Community Engagement,"* September 2018
- PRSA International Conference *"Improving Brainstorming Methods to Win More Business,"* Austin, Texas, October 2018
- Digital Marketing World Forum, *"Facebook Live 365, What we Learned in a Year of Digital Storytelling,"* New York, New York, November 2018
- West Virginia University's Integrate Conference, *"Storytelling in Sports, Entertainment and Nonprofit PR,"* Morgantown, West Virginia, June 2019

Other Conferences Attended:

- PRSA International Conference, San Diego, California, October 2009
- PRSA International Conference, Washington, D.C., October 2010
- PRSA International Conference, Orlando, Florida, October 2011
- PRSA International Conference, San Francisco, California, October 2012
- PRSA International Conference, Philadelphia, Pennsylvania, October 2013
- PRSA International Conference, Washington, D.C., October 2014
- PRSA Tri-State District Conference, New York, New York October 2015
- PRSA Tri-State District Conference, New York, New York October 2017

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- ANA Marketing Innovation Day, Charlotte, North Carolina, March 2018
- Chief Strategy Officer Summit, New York, New York, May 2018
- ANA Marketing Innovation Day, Chicago, Illinois, May 2018
- ANA Masters of Marketing, Orlando, Florida, October 2018

Guest Lecturer (Public Relations, Marketing and Sports Management classes, and PRSSA chapters):

- Virginia Commonwealth University, 2005-2007 (Mike Ellis)
- Fashion Institute of Technology, 2009-2011 (Bonnie Recca)
- Temple University, 2008-2018 (Dr. Michael Jackson)
- William Paterson University, 2016-2018 (Lorra Brown)
- Rutgers University 2015-2019 (Mark Beal, Mike Finkelstein)
- Stockton University 2012-13 (Dr. Ai Addyson-Zhang)

PR and Marketing Awards Judging:

- PRSA-NJ Pyramid Awards (2010-2012)
 - PRSA Big Apple Awards (2013-2015)
 - ANA REGGIE Awards (2018)
 - PRSA Silver Anvil Awards (2018-2019)
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VOLUNTEER WORK:

Founder & Volunteer Executive Director, Autism MVP Foundation (July 2015- present)

- Created concept for an all-volunteer, non-profit focused on improving autism education outcomes. Wrote mission statement and recruited board members.
- Granted more than \$50,000 to date to Monmouth University to fund and implement the groundbreaking Autism Program Improvement Project. The initiative provides in-school training to teachers and paraprofessionals who have students on the autism spectrum.
- Established a scholarship program for graduate students who are focused on working with individuals who have autism via careers in special education, PT, OT, speech therapy or ABA.

Dean's Advisory Council, School of Education, Monmouth University (December 2016-present)

- Invited to be part of this group comprised of faculty, full-time school employees, students and business leaders to advise on various issues and challenges.
 - Group meets quarterly to discuss new initiatives, growth potential and long-term strategy for the School of Education.
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EDUCATION:

Temple University, M.Ed., Sports Administration

Temple University, B.A., Journalism
