**Maci Hill**

Deale, MD ⚫ 985-320-3658 ⚫ hill.maci@yahoo.com

**Education**

Southeastern Louisiana University- Bachelor’s in Communication May 2018

Mount St. Mary’s University- Masters in Sport Management August 2023

**Professional Experience**

**Washington Commander | NFL** Landover, MD

**Marketing Manager, Engagement Platforms** October 2021- July 2022

**Senior Marketing Manager** July 2022- current

As a Marketing Manager, Engagement platforms I take a lead in planning and executing tentpole events for the Washington Commanders. This includes but is not limited to gameday activations and initiatives such as My Cause My Cleats, Breast Cancer Awareness month, the Inspire Change Game, the Draft, Training Camp etc. I also run the Washington Commanders Rally program. Bringing alumni, hype team members, and giveaways into the DMV throughout the off season and football season to spread brand and team awareness. Additionally, I help plan and execute media campaigns for initiatives with local and national media partners. I also serve as the direct supervisor for the Marketing Interns.

**Frederick Keys** Frederick, MD

**Director of Marketing** Jan 2020- October 2021

As the Director of Marketing for the Frederick Keys I plan the promotional schedule, handle all advertising spend and contracts, lead the marketing and gameday staff (30 people), curate content for all social media platforms, handle team press releases, manage branding of the organization, run the team website and all social media accounts, and handle all community relations, and player involvement. This role allows me to enhance the gameday experience as well as bridge the gap between the team and the community by managing all gameday activations.

**Evansville Otters** Evansville, IN

**Social Media and Promotions Manager** September 2019- January 2020

As the Social Media and Promotions Manager I help assist in planning and executing pre-game, and in-game entertainment, as well as fulfilling media contracts. I also help plan and executive non-gameday events, and corporate sponsorships. I create promotional elements for between inning promotions, and theme nights; this includes signage, marketing material, and social media content. I write gameday and promotional scripts. I also serve as the back up in-game host for Bosse Field. In addition, I run all official Evansville Otters social media handles which includes running analytics and contests. I also serve as team photographer and assist in organizing community outreach and partnerships.

**Evansville Otters** Evansville, IN

**Marketing, Promotions and Community Relations Intern** May 2019- September 2019

As an intern for the marketing department at the Evansville Otters I help assisted in planning and executing pre-game, and in-game entertainment. As well as non-gameday events. I also create promotional elements for between inning promotions, and theme nights; this includes signage, marketing material, social media posts, as well as curating the actual promotional contests. I write gameday and promotional scripts. I also serve as the back up in-game host for Bosse Field. In addition, I run the Otters social media handles and serve as team photographer. I also assist in organizing community outreach with our players, and mascot by setting up player appearances within the community. Within this role I grew the Otters Instagram and Facebook by more than 26%.

**United States Tennis Association** Orlando, FL

**Collegiate Division/ Player Development Intern** September 2018 to May 2019

At the United States Tennis Association, I worked at their national campus interning with the collegiate division. I assisted in helping plan and execute USTA collegiate tournaments and events. This included the 2019 NCAA Division I Men's and Women's Tennis Championship, and College MatchDays. In addition, I entered match results, marketed national campus events, served as a social media rep, photographer, and invited new university tennis clubs to College Match Days and other events on campus. I also researched, ordered, and packed gift bags, and promotional items for athletes, and found and scheduled national anthem talent, and pre-match entertainment.

**The Orlando Magic** Orlando, FL

**Roaming Expert Fan Ambassador** September 2018 to April 2019

At the Orlando Magic I served as a REF for the customer service and fan experience department. I assisted on gamedays, as well as other events at the Amway Center. The Orlando Magic pride themselves on the overall experience that surrounds basketball, as well as the actual game and I was able to enhance the fans experience by providing exemplary customer service.

**Southeastern Athletics**  Hammond, LA

**Marketing and Promotions Assistant, and Athletics Host** August 2017 to May 2018

I managed collegiate marketing and promotional material, while executed promotional events and packages at Southeastern Louisiana University Athletic events. I assisted in department management, media relations, and marketing product launches. As a D-1 FCS school the in-game production was limited but as I served as the sole host for pre and post-game interviews, press conferences, and on field/ court promotions; I was given the opportunity to enhance and grow our fan experience and expectations. I also scripted in-game elements, planned theme game nights, and cultivated sponsorship within the community. In addition to the above duties, a huge part of this role was posting on all SELU athletic social media accounts including; Facebook, Snapchat, and Instagram.

**The Southeastern Channel** Hammond, LA

**Editor and reporter** August 2014- May 2017

I edited, directed, anchored, produced, wrote, and shot for “The Big Game”, a weekly 30-minute cable sports program dedicated to covering Southeastern Louisiana University athletics, as well as national sports topics. I was responsible for planning, shooting, writing, and editing assigned episodes of the program including feature stories. I regularly directed and partook in live shots, highlight reads, play by play (for baseball), and pick and roll segments.

**WBRZ Channel 2** Baton Rouge, LA

**Sports department intern** January - June 2015

I was responsible for filming LSU baseball, softball, and basketball games. I also posted on official WBRZ sports team social media accounts including; Facebook, Snapchat, and Instagram. Additionally, I filmed pre-and post-game interviews, and weekly coach meetings, and partook in question and answer sessions with athletes. I wrote scripts and designing graphics for the 5pm and 10pm shows which were seen all across Louisiana nightly.

**neda** Baton Rouge, LA

**Event photographer** August 2014 - October 2016

As staff photographer for the annual Baton Rouge NEDA walk, I photographed the local events affiliated with NEDA. My photos are featured yearly by local television stations, newspapers, and the national convention organizers to promote the event. I also played a minor role executing the promotions the day of the walk annually, promoting and finding sponsorship, and donations, as well as emceeing the walk.

**Recent Awards**

**2016 Society for Collegiate Journalists National Award Winner- “Best Sports Package” for the package, *Baseball Isn’t Everything***

**Technology**

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| --- | --- |
| Final Cut Pro  Twitter  Facebook/Facebook Live  Garage Band | Snapchat  Instagram/ Instagram TV  Search Engine Optimization  Word Press  Wix |
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**Additional Experience**

**American Junior Golf Association** Orlando, FL

**EaglesDream golf tournament photographer volunteer** January 2019

As an EaglesDream AJGA photography volunteer I went around the course during the tournament and photographed the golfers throughout the course.

**Camping World Bowl/ Citrus Bowl** Orlando, FL

**Gameday volunteer** December 2018/January 2019

As a gameday volunteer for the Camping World Bowl and the Citrus Bowl I had many jobs to do to ensure that the Bowl Games went off seamlessly. This included assisting with the media tent, by passing out stat sheets during the game between the press box and the media, as well as passing out credentials. I also helping guests of Camping World Stadium with any questions they may have during the games.

**Walt Disney World**  Orlando, FL

**Hostess, Narcoossees Restaurant** August 2018 – April 2019

The Walt Disney World Corporation prides themselves on providing their guests with the highest level of customer service possible. As a hostess at the Grand Floridian Resort I greet guests, assist with reservations, make any accommodations they may need, and above all make sure they have a magical, memorable, and first-class experience.

**L’auberge Casino and Hotel** Hammond, LA

**Cocktail server and brand ambassador** July 2012- June 2018

A cocktail server plays the simple role of serving gaming guests beverages. However, at L’auberge a cocktail server is responsible for providing guests with not only their drinks but also a wonderful experience. This includes being an ambassador for the Pinnacle Company by explaining games, directing guests to events that may be going on, playing an assistance and entertainment role by getting everyone involved in all that the casino has to offer.

**Camp Kennybrook (Seasonal)** Monticello, NY

**Children’s camp counselor and activities coordinator** June 2010- August 2012

At Camp Kennybrook the child always comes first. Serving as the activity’s coordinator, the main goal was that the children attending camp get to experience activities and events that they not only want, but also those they didn’t even know existed. Thinking outside the box was a mandatory way of life at Camp Kennybrook because we always wanted to children surprised and excited for more. The camp had around 300 campers in attendance for 8 weeks.

**Sonic Drive-In**  Ponchatoula, LA

**Carhop (4 years), assistant manager (1 year)** November 2007- August 2012

As a carhop, not only did I serve guests their lunch wearing roller blades, but I made sure they left with exactly what they ordered, and with a smile. A carhop is responsible for scanning for orders, making sure they have exactly what the guest ordered, and delivering it in a timely, fun, and professional manner. I moved on from carhop to assistant manager, after 4 years. As assistant manager I made staff schedules, handling discipline, hiring, placing food orders, budgeting, putting away food trucks, placing and taking orders, as well as cooking and making drinks.