



# EXPERIENCE OVERVIEW





## PROFESSIONAL MISSION STATEMENT

Fusing untethered creative vision and whole brain strategic sensibilities, I fearlessly cultivate ideas through to their fullest potential. Always leading by example and holding myself to the same high standards to which I hold others, I inspire individuals and teams to discover that same full potential in themselves. Resiliently seeing opportunities where others see only roadblocks, I encourage bold thinking, take calculated risks and lead nonprescriptive, cross-disciplinary journeys towards breakthrough innovation.

**A FIRM BELIEVER THAT IF YOU LOVE WHAT YOU DO, YOU WILL NEVER WORK ANOTHER DAY IN YOUR LIFE, I TAKE MY WORK, BUT NOT MYSELF, SERIOUSLY.**



## ABOUT ME

# JUSTIN WINGET

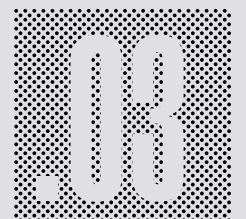


[win•jit]

With humble roots, I grew up in small town Orrville, Ohio, which is proudly home to Smucker's, Bobby Knight, and the second largest population of Amish in the world. Whether inspired to construct a bobsled out of tin cans in my basement during the 1992 Olympic Games, sketch out new logos and uniforms for my beloved Cleveland Browns, or design the next prototype IndyCar on my science homework, there was never much doubt I would pursue a career in the creative industry.

After graduating from Bowling Green State University with a BFA in graphic design, I went against my parents advice and took my lofty aspirations to the big city of Chicago. A year later, I landed a job with industry-leading Levy Restaurants and spent the next 13 years developing creative strategies for marquee brands across the sports, entertainment, restaurant, and retail industries.

In 2016, I took on the role leading and overseeing creative, multimedia and brand efforts for Ohio State University Marketing. Two and a half years later, a dream opportunity to become the Creative Director for a professional sports franchise, the San Antonio Spurs was offered to me. While I flourished in the role and loved my time in San Antonio, I was unfortunately laid off in July of 2020 along with 40+ others in the organization due to the unfortunate circumstances surrounding COVID-19.





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## RESUME DETAILS

### STRATEGIC, VISIONARY AND DRIVEN BRAND EXECUTIVE WHO HAS LED OMNICHANNEL CREATIVE, MARKETING OPERATIONS AND DIGITAL CONTENT STRATEGIES FOR THE SAN ANTONIO SPURS, OHIO STATE UNIVERSITY, AND 130+ LEVY PROPERTIES ACROSS NORTH AMERICA.

Innovative leader with 18 years experience practicing strategic design thinking, high integrity leadership and cross-disciplinary management. Demonstrated ability to lead disciplined marketing practices with a strong track record of producing strategically aligned, succinct, refined, and award-winning branded platforms. Brings demonstrated history of establishing both operational processes and implementing best practice tools and technologies. Carries deep understanding of market trends and user-based insights leading to unique, innovative, and relevant solutions. Proven credentials managing day-to-day operations of a cross-disciplinary studio leading all strategic marketing and business development initiatives for hundreds of projects on behalf of key client relationships.

## SIGNIFICANT ACCOMPLISHMENTS

- Recognized by AdWeek for Spurs 2019/20 schedule release campaign
- Led planning for the number retirement nights of Spurs legends Manu Ginobili and Tony Parker
- Photography featured in prominent content publications such as USA Today, Food + Wine, The Ohio State Alumni Magazine, and social media accounts for Spurs Sports and Entertainment and Ohio State, among others
- Instrumental in driving strategic vision for 50+ successful marquee new business and client retention opportunities while at Levy
- Envisioned, produced, and directed award-winning nationally televised PSA commercial series for Ohio State University
- Recognized for strong leadership skills as Creative Director at Levy; named to their 2014 "Dream Team," an award given to only one of 250+ home office employees each year
- Managed all creative efforts for Levy, a billion-dollar company with 120+ unique locations
- Creative Director for Fresh Moves, a 2011 Chicago Innovation Award winner
- Created a new identity program for the marquee Learfield Directors' Cup

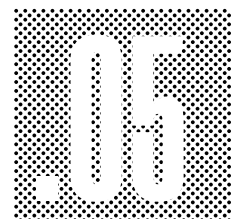
## SUBJECT MATTER EXPERTISE

### DEVELOPED AWARD-WINNING CREATIVE STRATEGIES FOR MANY OF THE BIGGEST NAMES IN THE SPORTS, ENTERTAINMENT, RETAIL, RESTAURANT, HOSPITALITY AND HIGHER EDUCATION INDUSTRIES.

Leader across digital, graphic, editorial, UX/UI, motion, illustration, retail and environmental design, photography, and video production. Proven ability to inspire audiences to action by crafting strategies for succinct brand engagements which transcend audience channels. Implements best practice operational trends to drive effectiveness and efficiency. Seeks out strong and positive working relationships with top creative design, marketing strategy, media and production resources. Creates emotionally charged, holistic experiential platforms by understanding and considering all consumer touchpoints.

## CORE COMPETENCIES

- Leadership
- Creative Direction
- Marketing Strategy
- Digital and Social Media
- Design Thinking
- Omnichannel Content Marketing
- Business Strategy
- Graphic Design
- Photography
- UX / UI Design
- Brand Development
- Brand Management
- Retail Development
- Project and Traffic Management
- New Business
- Editorial Design
- Environmental Design
- Video Production
- Analytical Research
- Print Production
- Presentation Development
- Public Speaking
- Event Design and Production





# BRAND EXECUTIVE CAREER HISTORY

## SPURS SPORTS AND ENTERTAINMENT



### CREATIVE DIRECTOR

Nov. 2018 to July 2020 | San Antonio, TX

- Led a best-in-class team of graphic and motion designers, copywriters, and project managers in support of seven SS&E franchise digital and social platforms, marketing campaigns, in-arena experiences, sponsor activations, and retail merchandise programs
- Instituted industry standard creative tools, technologies, and processes for high volume studio to drive operating effectiveness, deadline orientation, brand consistency, and responsible innovation
- Developed digital brand standard platforms for each SS&E franchise and assumed brand management responsibilities to ensure consistent brand execution across suppliers, partners, and internal resources
- Collaboratively developed content marketing strategies to keep audiences inspired and engaged across owned, earned, and paid media outlets
- Led rebranding efforts for Spurs Give, River City Rockfest, and the overarching SS&E brand

## THE OHIO STATE UNIVERSITY



### ASSISTANT VICE PRESIDENT OF CREATIVE AND MULTIMEDIA

July 2016 to Nov. 2018 | Columbus, OH

- Led the ideation, development and direction of inspiring, interdisciplinary, creative strategies
- Interdependently developed content strategies for enterprise social channels and managed team of UX/UI/digital designers, illustrators, print/editorial designers, brand managers, motion graphic designers, production artists, staff photographers, and video producers
- Envisioned, launched, and managed both campaigns and ongoing content programs for University Advancement and the Ohio State Alumni Association inclusive of the Ohio State University Alumni Magazine
- Managed the Ohio State brand at the top level by publishing branded toolkits, refining digital brand standards, and establishing review protocols for suppliers, partners, and internal resources

## LEVY STRATEGY + CREATIVE GROUP



### SR. CREATIVE DIRECTOR

Jan. 2015 to July 2016 | Chicago, IL

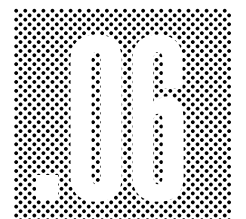
- Promoted to Sr. Creative Director in 2015 after being named to the "Levy Dream Team," in December 2014, a prestigious recognition awarded to just one of 250+ home office employees each year
- Led strategic creative development for 12 successful new business and/or client retainment pitches, including new marquee sports and entertainment venues such as Atlanta's Mercedes-Benz Stadium and T-Mobile Arena in Las Vegas
- Spearheaded concept development for three of Levy's flagship restaurants in Chicago and Walt Disney World

### CREATIVE DESIGN DIRECTOR

Jan. 2009 to Dec. 2014 | Chicago, IL

- Promoted to Creative Director; oversaw a range of strategic initiatives focused on new business, global innovation programs, and multidisciplinary master planning efforts

- Accountable for the gamut of internal and external creative disciplines, including graphic, environmental, digital, motion, UX/UI and presentation design, photography, video production, interior architecture, print production, project and traffic management, retail merchandising, and styling
- Successfully developed and implemented proprietary printing, digital asset management, project management, and operational project request portal
- Led strategic creative development for 25+ successful new business and/or client retainment pitches, including new marquee sports and entertainment venues such as The Barclays Center, Indianapolis Motor Speedway, Chicago Cubs, and Detroit Lions
- Actively tackled large scale restaurant, retail, and food service master planning projects for the likes of Squaw Valley, Mammoth Mountain, The Orange County Choppers, and others





## EARLY CAREER HISTORY

*Levy* CONTINUED

### SR. GRAPHIC DESIGNER

Jan. 2007 to Dec. 2008 | Chicago, IL

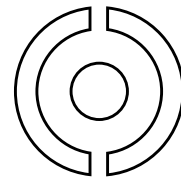
- Promoted to Sr. Graphic Designer. Responsible for leading projects and developed design strategies for the newly opened Harley-Davidson Museum and Nickelodeon Universe at the Mall of America, among others
- Assumed management duties of Levy's design team with the departure of team Creative Director in early 2008

### GRAPHIC DESIGNER

March 2005 to Dec. 2006 | Chicago, IL

- Helped the company develop a point-of-difference in the ultracompetitive sports, entertainment, and restaurant industries
- Successfully helped secure new business deals with the Florida Marlins, Seattle Seahawks, Milwaukee Bucks, and Cleveland Browns, among others

### CREATIVE COMMUNE



### JR. GRAPHIC DESIGNER

Oct. 2003 to March 2005 | Chicago, IL

- Began creative design career at Creative Commune, a boutique Chicago design and marketing firm
- Executed branding, print, packaging, and web campaigns for CPG companies such as Kellogg's, Rust-Oleum, Urban Accents, and Thermasilk, featuring pop star Ashlee Simpson

### BOWLING GREEN STATE UNIVERSITY



### BFA IN GRAPHIC DESIGN

### PHOTOGRAPHY SPECIALIZATION

Aug. 1999 to May 2003 | Bowling Green, OH

- Throughout senior year, served as a graphic design intern at Unigraphics, a highly coveted role with BG's internal design and communications agency
- Completed summer study abroad program at Studio Art Center International, in Florence, Italy

## SAMPLING OF BRAND EXPERIENCE





# BRAND EXECUTIVE

## DISCIPLINES DIRECTLY LED AND MANAGED

- Strategic Design Thinking
- Graphic Design
- Motion Graphic Design
- UX Design
- UI / Digital Design
- Editorial Design
- Environmental Design
- Apparel and Team Uniform Design
- Presentation Design
- Illustration
- Content Production
- Photography
- Video Production
- Brand Management
- Architecture
- Project Management
- Traffic Management
- Digital Asset Management
- Retail and Foodservice Merchandising
- Copywriting
- Print Production
- Food Styling

## LEADERSHIP OVER ADDITIONAL CONTRACT BRAND DISCIPLINES

- Web Development
- Print and Premium Production and Fulfillment
- Foodservice Packaging Engineering
- Environmental Signage Design and Fabrication
- Retail Design and Fabrication
- Interior Design
- Set Design, Production, and Fabrication
- Event Staging and Production

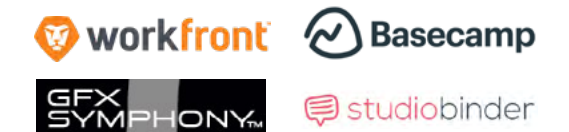


JUSTIN IS  
A RARE BREED  
OF CREATIVE

- CHRIS MARASCO

## MARTECH STACK EXPERTISE

### PROJECT MANAGEMENT



### SOCIAL MEDIA MANAGEMENT



### DIGITAL AND MARKETING ANALYTICS



### DIGITAL ASSET MANAGEMENT



### EMAIL MARKETING



### INFLUENCER MARKETING



### GRAPHIC AND UI DESIGN



### CORE BUSINESS

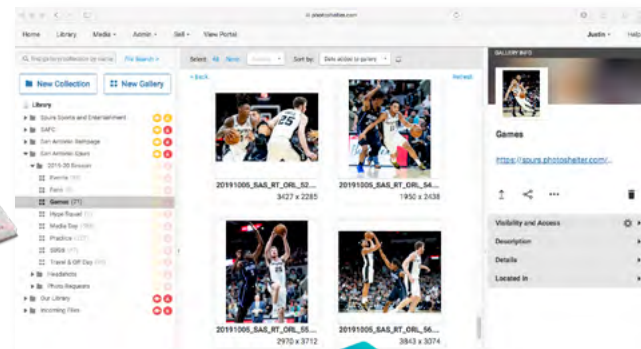


# PARTNER AND TECHNOLOGY PROCUREMENT CASE STUDIES



## LEVY GLOBAL PRINT AND MARKETING PRODUCTION CONTRACT | 2014

- On behalf of 130+ Levy venues across North America, initiated a comprehensive evaluation of global print and creative production partnerships in 2014
- Culminated in a contract with new partner GFX to manage what represented upwards of \$1.5MM annually in services
- Streamlined Levy's processes, recaptured costs, improved customer service, and implemented intuitive operational technology platforms



## SPURS SPORTS AND ENTERTAINMENT DIGITAL ASSET MANAGEMENT | 2019

- Led RFP process for a digital asset management system which archived photography for the seven Spurs Sports and Entertainment franchises; selected industry leader Photoshelter
- Facilitated organizational onboarding and authored standards for metadata, file naming, folder structure, workflows, and user permissions



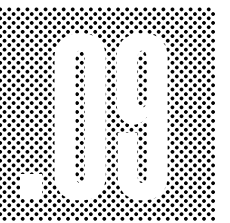
## SPURS SPORTS AND ENTERTAINMENT BRAND STANDARDS PORTAL | 2020

- Transitioned all SS&E franchise brand standards into consistent online format utilizing technology provider Brandfolder
- Audited each franchise brand for inconsistencies and addressed holes in both visual and written brand standards
- Developed and published standardized branded templates for both consistency and efficiency of content creation across the organization

# FILE ORGANIZATION, NAMING AND NOMENCLATURE



Samples of internal standards developed to promote operating effectiveness and efficiency



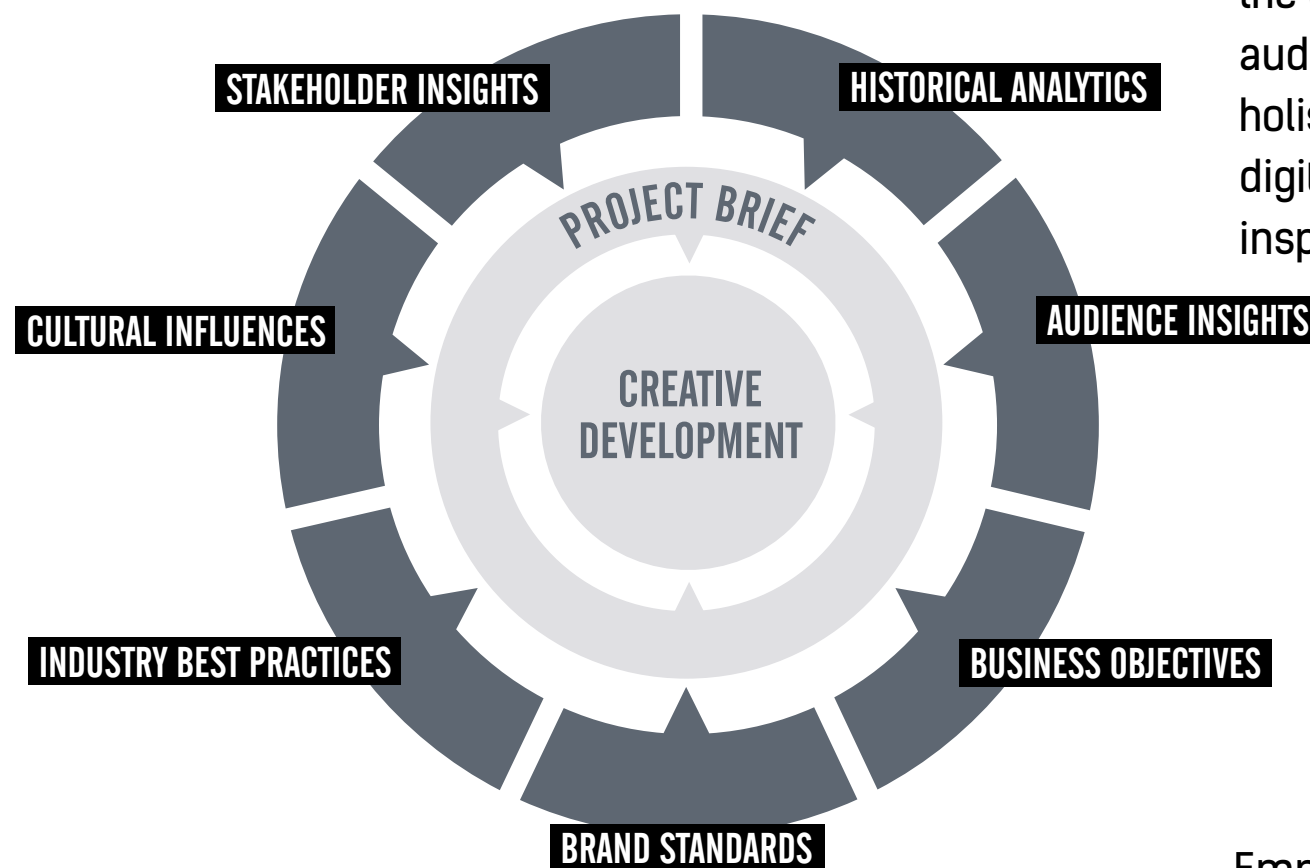


# BUSINESS

# LEADER

## SUCCESSFUL BUSINESS STRATEGIES START WITH 'WHY'

Bringing a unique balanced brain approach to my craft, I start projects with a fundamental understanding of the collaborating business units, target audiences, and objectives to develop holistic creative, marketing, content, digital, and activation strategies which inspire conversion.



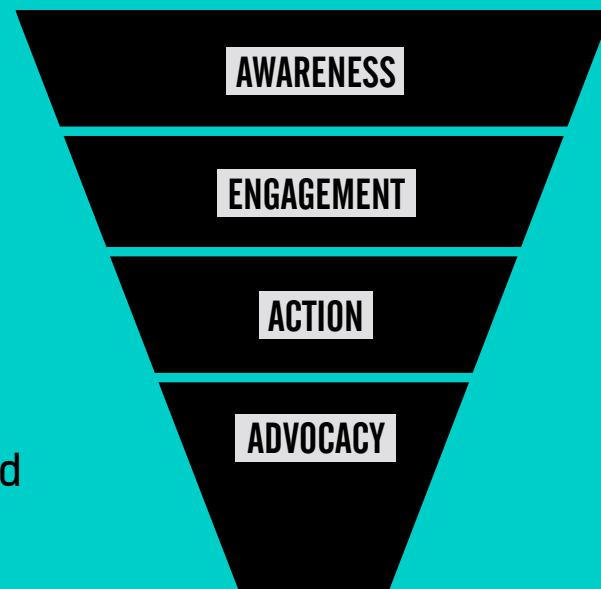
Employing quantitative and qualitative research methods, my project briefs are developed with an empathetic understanding of audience motivations, preferences, and unmet needs.

**A DISCIPLINED MARKETING APPROACH**



# SPURS 2019/20 SEASON TICKET MEMBER CAMPAIGN

Invaluable for for alignment against project goals, I utilized the marketing funnel to keep project teams focused on the desired actions and outcomes of our target audiences during each stage of nuturing towards conversion and ultimately, brand loyalty.



## AWARENESS

**DESIRED OUTCOME:**

Fans were aware of STM benefits, 2020/21 season on-sale dates, and package options

**CONCEPTUAL OVERVIEW:**

A fast-paced, high-energy 'trailerized' video spot, which tapped into the senses by dramatically amplifying the 'only here' sounds and sights of a Spurs game-night



## ENGAGEMENT

**DESIRED OUTCOME:**

Inspired quality prospects to engage with content that included sharing of contact information for lead generation purposes



**CONCEPTUAL OVERVIEW:**

**DIGITAL:** Directed users to fun and interactive web interface that allowed for fans to customize and share their "Spurs Family Photo"

**IN-VENUE:** 'Spurs Family Photo Station' as an in-arena extension that encouraged 1-1 interactions with ticket sales representatives



## ACTION

**DESIRED OUTCOME:**

1-1 interactions and exclusive incentives which led towards converting prospects from fans to Spurs Season Ticket Members



**CONCEPTUAL OVERVIEW:**

Incentivized conversation with season ticket representatives in-arena and on digital channels with 'My Spurs Family' car window sticker packs to all who followed through

## ADVOCACY

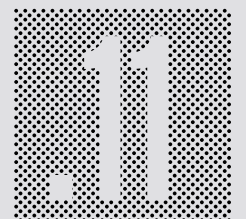
**DESIRED OUTCOME:**

Loyal fans who promoted their fandom and renew season ticket memberships each year



**CONCEPTUAL OVERVIEW:**

"Spurs Spotted" marketing promotion rewarded fans with random acts of kindness like tickets and merchandise for displaying their fandom





# CREATIVE DIRECTOR

.12

“

**NOBODY IS AS SMART  
AS EVERYBODY**

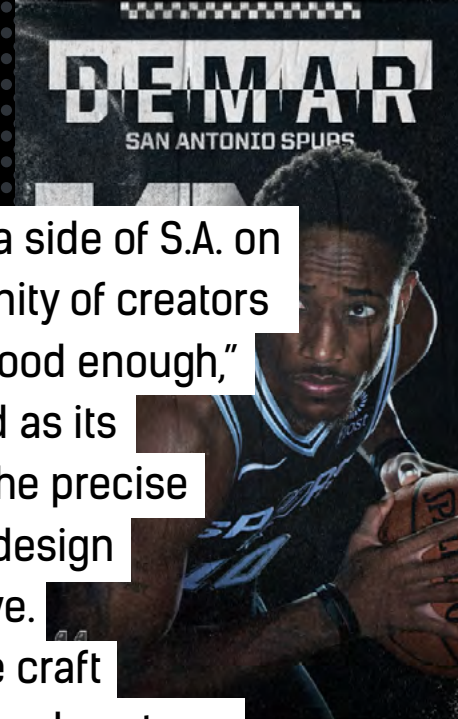


Following the guiding principles of trust, respect, honesty and ownership, I believe in the power of collaboration to bring out the best in one another and see projects through to their fullest potential. As a seasoned Brand Executive of 13 years, I have juggled the gamut of business leadership, people management and creative responsibilities on a daily basis. Balancing left brain creative thinking with right brain, process-oriented methodologies, I have fostered cultures of unparalleled creativity bound by responsible innovation processes to achieve exceptional results.



# SPURS 2019/20 SEASON CAMPAIGN

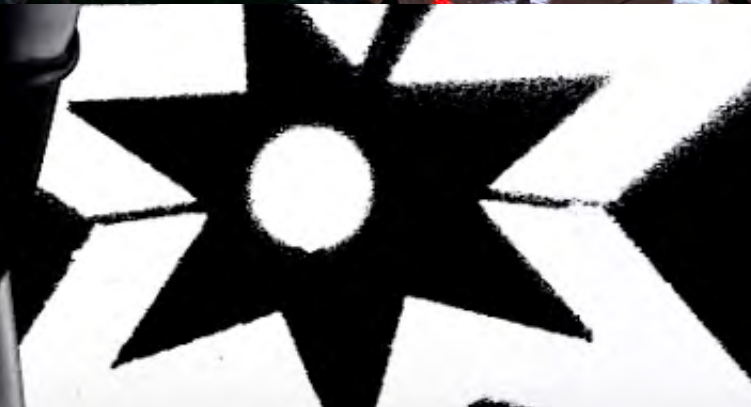
Beneath a city rich in history and tradition, there is a side of S.A. on the rise. A culture ruled by art and led by a community of creators hell-bent on breaking the mold. Never good with "good enough," this tribe strives toward new traditions using the old as its canvas—whatever and wherever that may be. Like the precise brush strokes of a street artist, the season's grand design captured the passionate artistry of the game we love. Inspired by street art, this campaign showcases the craft in an upbeat, urban take on our team. Through stylized posters, murals, and more, we embrace and evolved our city's narrative while blurring the line between artist and athlete.







# GAME OPEN VIDEO

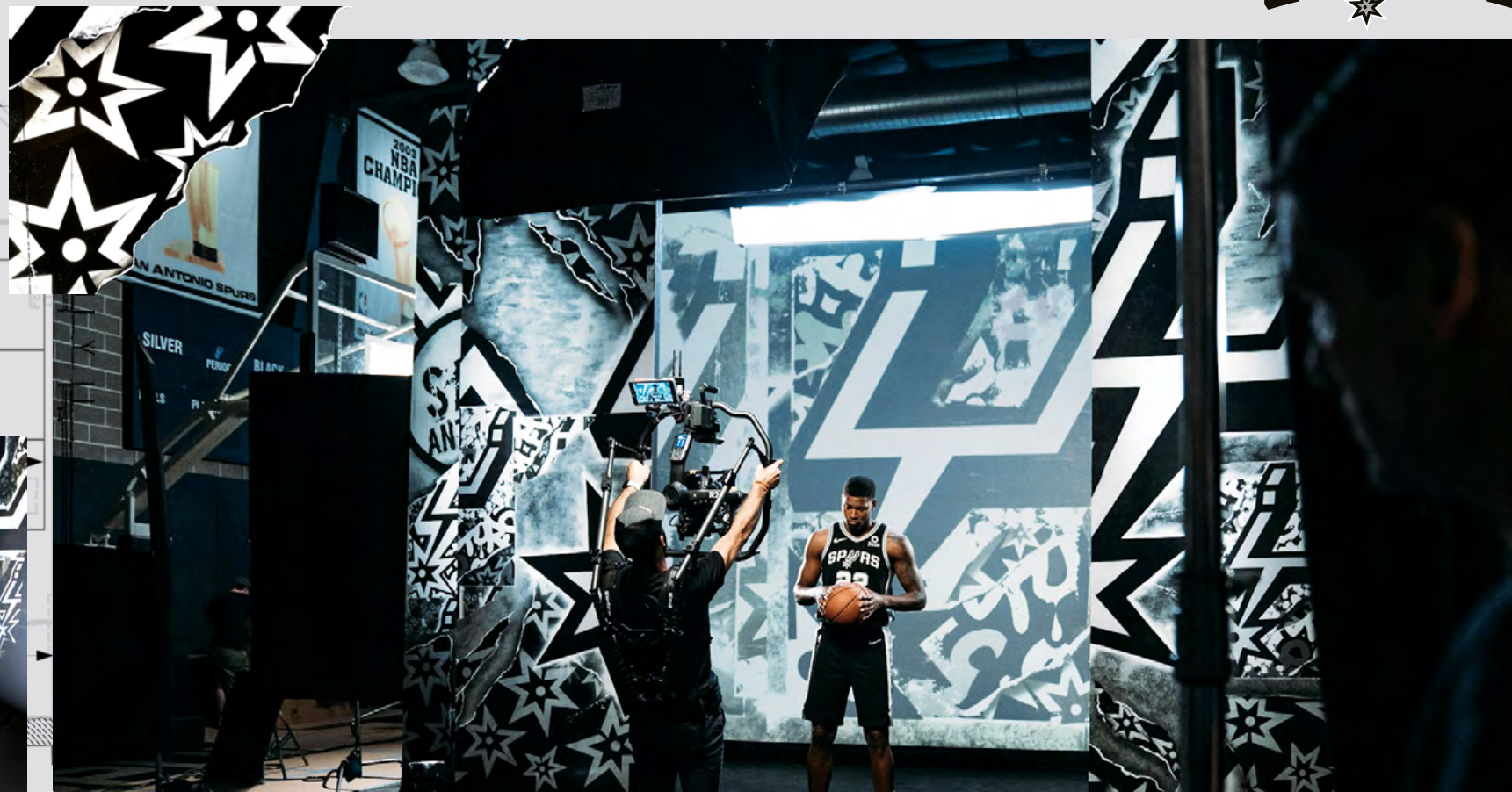




# MEDIA DAY

Equal parts inspired creative vision and mythological preparation, the Spurs 2019/20 Media Day provided content creators across the organization with a plethora of creative assets to cover an entire season's needs.

**SET 2**





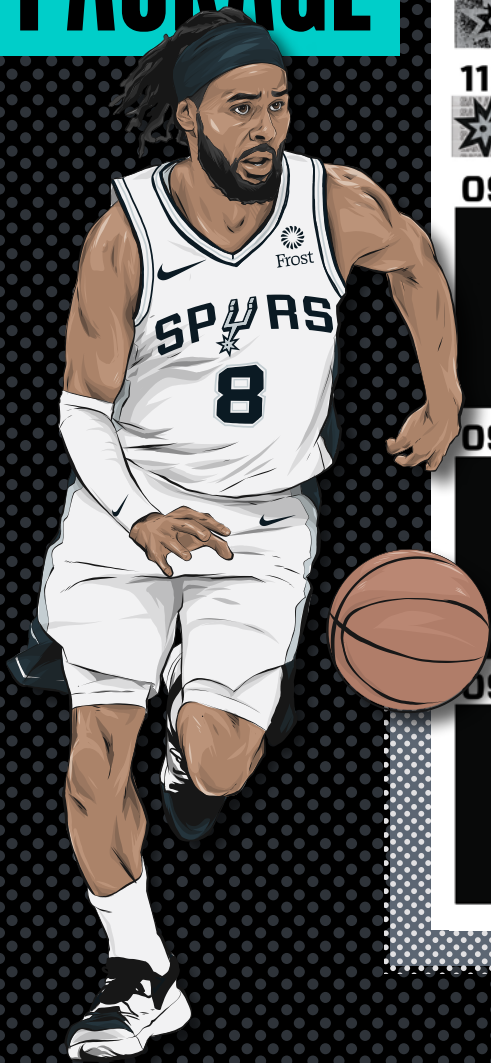
# SOCIAL GRAPHICS AND TEMPLATES

Moving at the feverish pace of the game, it was critical that content creators and publishers across the organization had the graphic toolkits and social media templates at their fingertips. While each social post was guided by the season campaign look, the templates were designed for maximum flexibility and customization where appropriate.



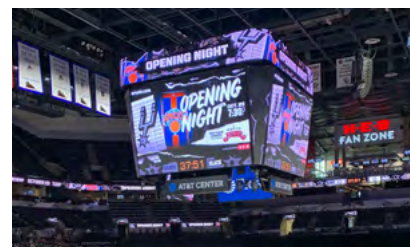


# IN-ARENA GRAPHICS PACKAGE



11G INGAME SAS 1920 GIP

11G PREGAME SAS 1920 GIP



09 SAS 1920 GIP - TEAM VS TEAM

SAS					WAS				
XX/XX	FGS	XX/XX	REBS	BLKS	XX/XX	FGS	XX/XX	REBS	BLKS
1	0	1	0	2	1	0	1	0	2
2	0	2	0	3	2	0	2	0	3
3	0	3	0	4	3	0	3	0	4
4	0	4	0	5/5	4	0	4	0	5/5
5/5	FTS	5/5			5/5	FTS	5/5		

09 SAS 1920 GIP - PLAYERS ON COURT

SAN ANTONIO					WASHINGTON				
PTS	REB	AST	PF	BONUS	PTS	REB	AST	PF	BONUS
D MURRAY	0	0	0	0	D MURRAY	0	0	0	0
D WHITE	0	0	0	4	D WHITE	0	0	0	0
D DEROZAN	0	0	0	.470	D DEROZAN	0	0	0	0
R GAY	0	0	0	.200	R GAY	0	0	0	0
L ALDRIDGE	0	0	0	.202	L ALDRIDGE	0	0	0	0

09 SAS 1920 GIP - PLAYER INDIVIDUAL

TONIGHT TONIGHT  
  
**30** **15** **5**  
 PTS REBS BLKS  
 LAMARCUS ALDRIDGE



# OUTDOOR

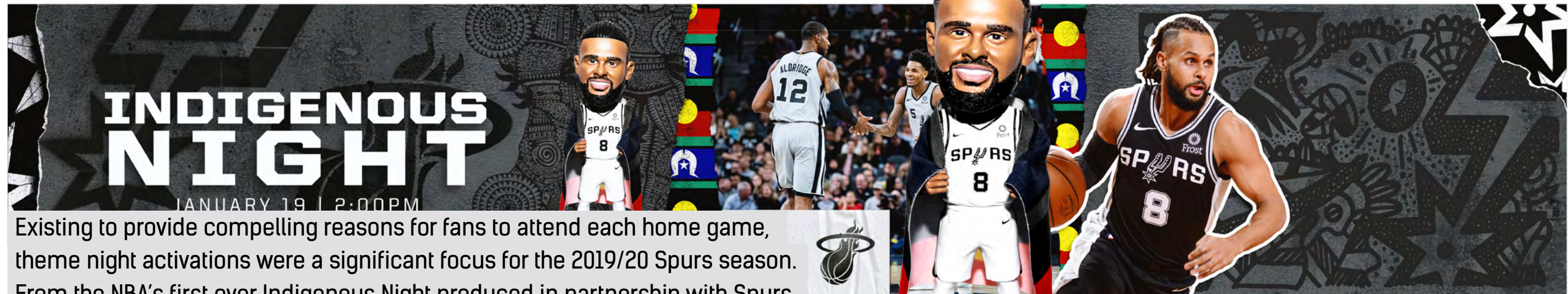
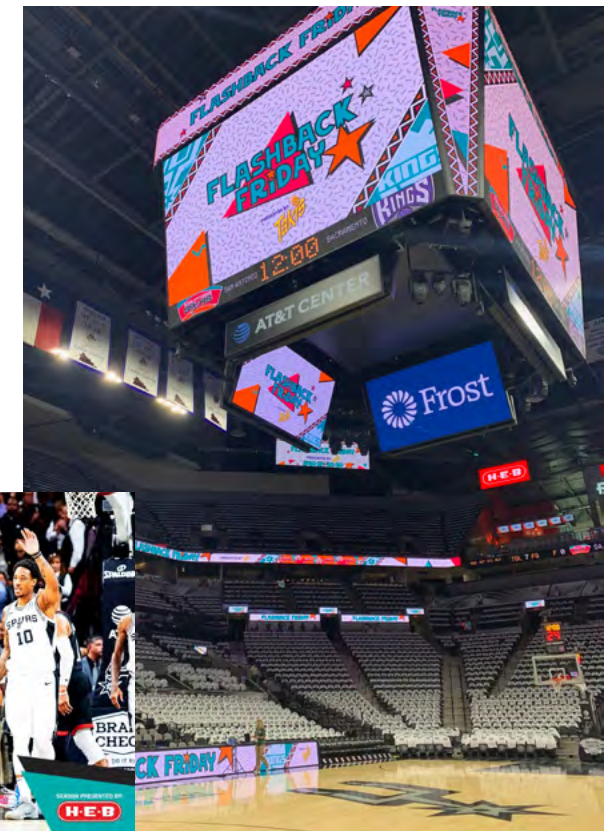
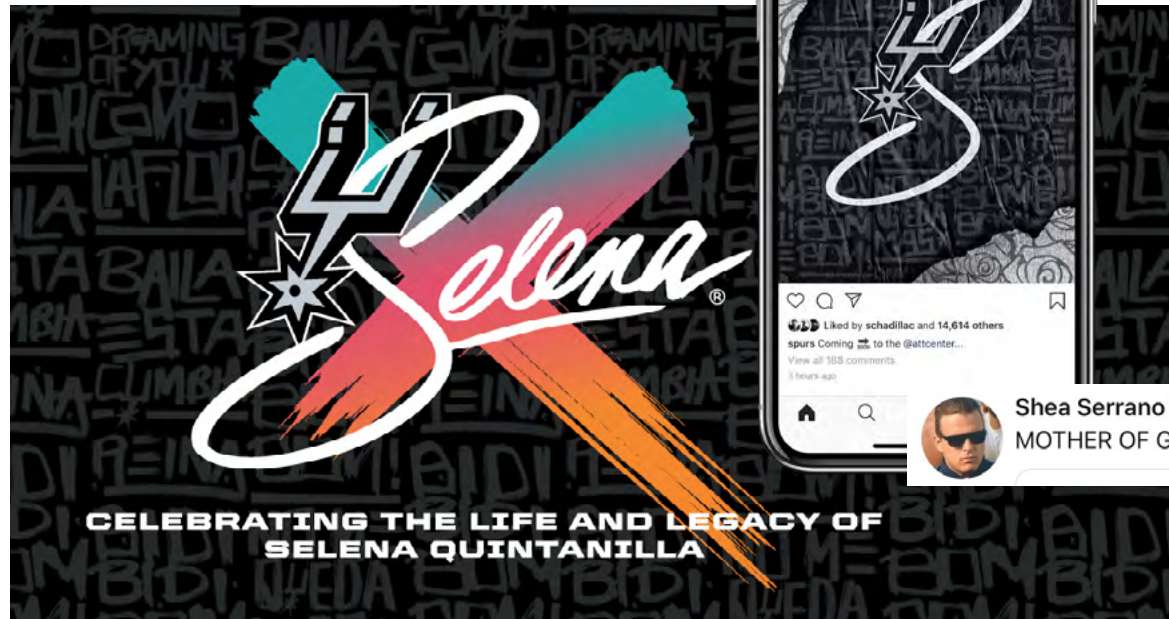


# APPAREL

Supporting 30+ digital boards throughout the AT&T Center bowl, concourses, and exterior, my design team collaborated with our game operations group to create immersive multimedia packages which set the stage for 44 memorable game night experiences.



# THEME NIGHTS



Existing to provide compelling reasons for fans to attend each home game, theme night activations were a significant focus for the 2019/20 Spurs season. From the NBA's first ever Indigenous Night produced in partnership with Spurs guard, Patty Mills, to a Selena Night retail capsule collection and Hispanic Heritage Night, we saw a significant lift in single game ticket and retail sales for each theme night.

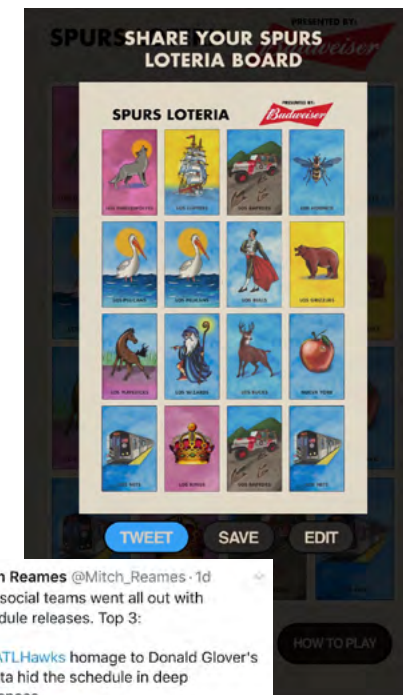




# LA CULTURA CAPSULE COLLECTION



# SCHEDULE RELEASE



Mitch Reames @Mitch\_Reames · 1d  
NBA social teams went all out with schedule releases. Top 3:

1. @ATLHawks homage to Donald Glover's Atlanta hid the schedule in deep references
2. @Pacers Netflix style release tied every game to a show
3. @spurs Lotería release was authentic SA



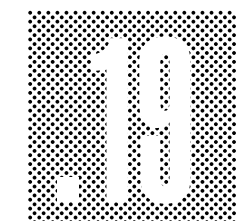
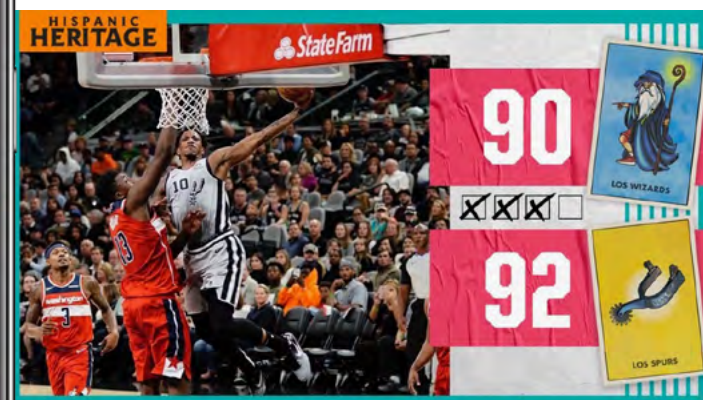
The Top 5 Most Creative NBA Schedule Reveals for the 2019-20 Season

**ADWEEK**

To walk through our streets is to take a trip to the heart of our heritage, beside murals and across missions, under papel picado and along paseo del rio, our city's rich hispanic influence can be felt nearly everywhere. As stewards of San Antonio, the Spurs not only shares ties to these traditions, but a responsibility to represent them.

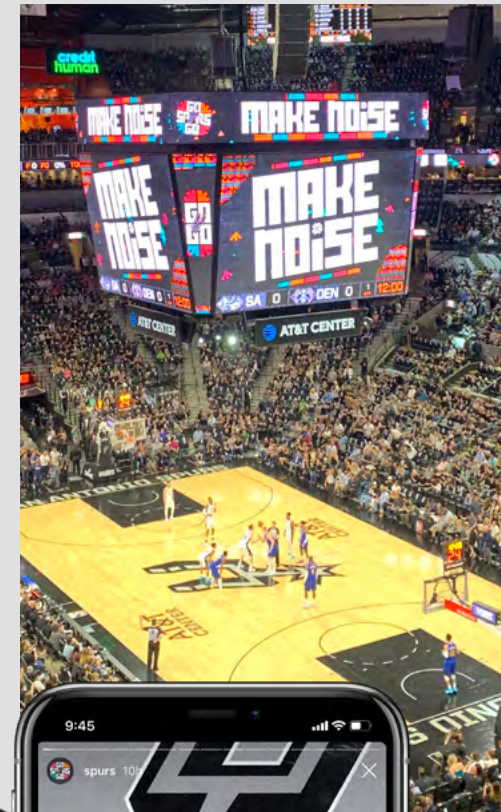
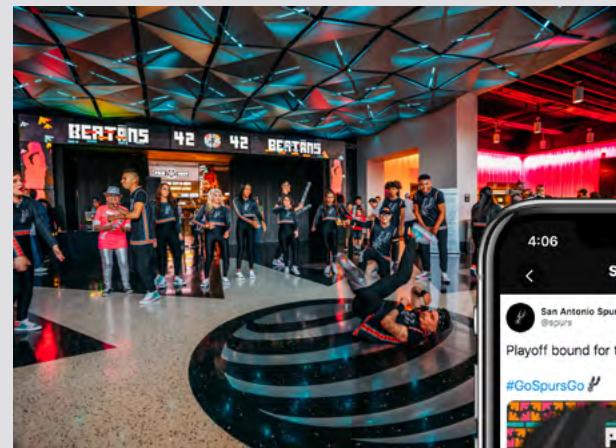
Inspired by the vibrant designs of Mexico, this exclusive collection of team apparel does just that, by telling our story the way we live it. bold, but never brash. hands-on, but always humble.

Fresh, familiar, and puro San Antonio, this is our local love letter to the roots that grew us—an authentic homage to the culture we call home. esta es la cultura.

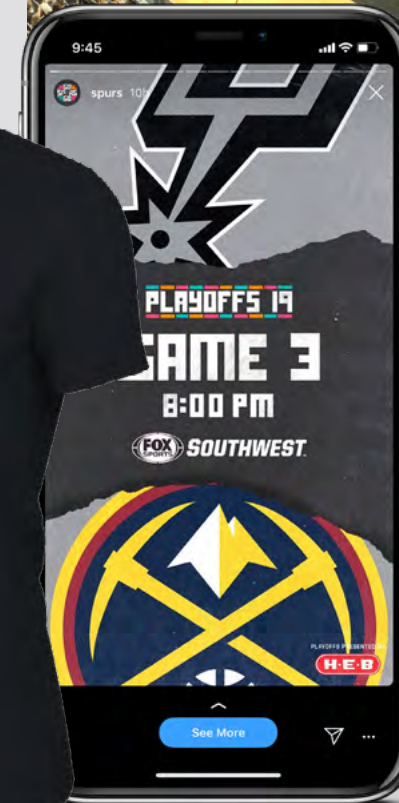




# 2019 PLAYOFF CAMPAIGN



SAN ANTONIO  
**SPURS**



The Spurs record tying 22nd consecutive playoff appearance was celebrated by incorporating the fan favorite Fiesta Palette and other creative elements inspired by the franchise's historic run across all branded touchpoints



# TONY PARKER NUMBER RETIREMENT

SAN ANTONIO  
SPURS

# Merci Tony



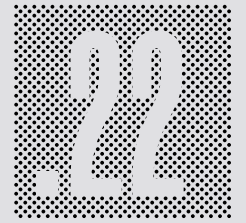
An instrumental piece of the Spurs championship dynasty, Tony Parker's #9 jersey was sent to the AT&T Center rafters in November of 2020. My team put together an inspired creative package for the evening which lived across digital, environmental, broadcast, and in-arena productions.



# OHIO STATE ALUMNI MAGAZINE

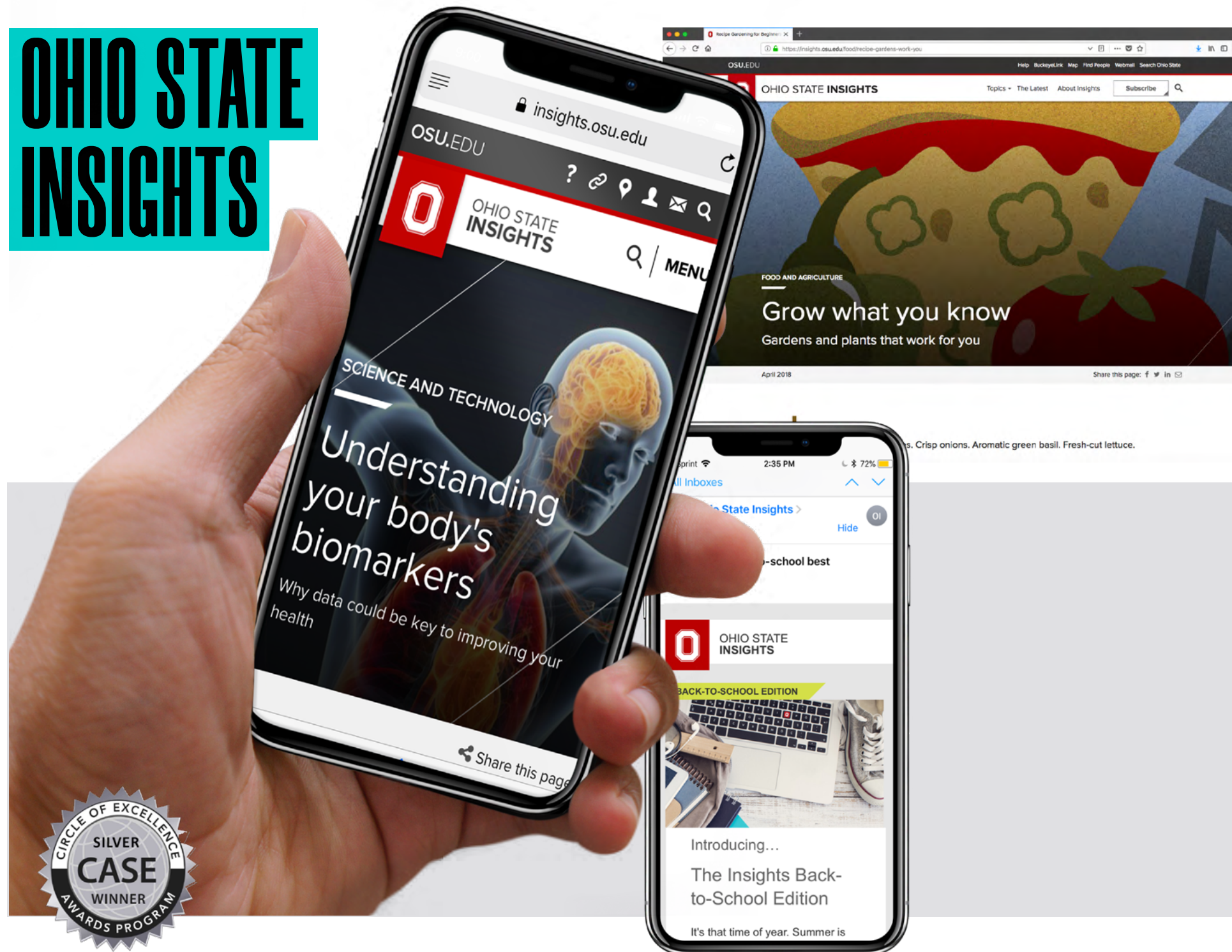


Setting out to redesign the Ohio State Alumni Magazine and its associated digital properties, University Marketing created a compelling experience that transcended location and connected readers with their beloved alma mater.





# OHIO STATE INSIGHTS



Designed to bolster the reputation of Ohio State University with an unaffiliated external audience, Ohio State Insights delivered a weekly dose news, research, and thought leadership to readers email boxes.







# FLAGSHIP Lounge

FEATURING GREY GOOSE

In the midst of consecutive NBA championship runs, Levy helped the Miami Heat capitalize on their successes well beyond the court. Partnering with notable local chefs and sponsors Grey Goose and American Airlines, we introduced a break state top-tier premium offer never before seen in the industry.



GREY GOOSE	
Server: Serena	02/04/2013
Table 17/1	
Guests: 5	
Reprint #: 3	
Lobster Escargots (2 @3.00)	6.00
Polo Sausage (4 @3.00)	12.00
Polo Chorizo 225 (5 @20.00)	100.00
Polo Chicken	20.00
Polo Pineapple	3.00
Polo Flan (5 @3.00)	15.00
5 Cheese Platter (2 @12.50)	25.00
Montposery	
Greater Blue	
Stinking Bishop	
St. Jude	
Special Monthly Cheese	
Route Gold (6 @4.50)	27.00
DP Vintage Rose Mag 1988 (2 @5.50)	11,000.00
DP Vintage 1996 (2 @510.00)	1,020.00
DP Vintage 1970	1,800.00
DP Vintage 1969	1,900.00
Bt Sparkling Water (4 @4.25)	17.00
Bt Still Water (2 @4.25)	8.50
Cappuccino (2 @3.25)	6.50
001 Espresso (2 @3.50)	7.00
Macchiato (2 @3.10)	6.20
Cohiba Behike (4 @60.00)	240.00
Cohiba Siglo 2	18.00
Siglo VI	35.00
Lge Richard Hennessy	200.00
Lge Richard Hennessy (5 @200.00)	1,000.00



FLAGSHIP Lounge  
FEATURING GREY GOOSE

786-777-1237

786-777-1600

aaarena.com/flagship

AMERICAN AIRLINES ARENA  
601 Biscayne Boulevard, Miami, FL 33132



# AMERICAN AIRLINES ARENA FLAGSHIP LOUNGE





# THE US TENNIS OPEN



CELEBRITY CHEF VIDEO INTRODUCTIONS: DAVID BURKE



Aimed to upsell the premium suite experience, streamline the ordering process, and promote signature offerings, the USTA's exclusive microsite covered all the bases so that VIPs could comfortably settle in for two action-packed weeks of tennis.

My team was responsible for the food photography, video production, site wireframing and collaborating with our web development partner to launch on-time and on-budget.



# UNITED CENTER RETAIL EXPERIENCE



From a flagship retail store that efficiently flipped from Blackhawks to Bulls branding in a matter of minutes to a portable retail truck and uniquely premium offers, Levy crafted unique experiences both at the United Center and on Michigan Avenue.







# CHICAGO CUBS RETAIL EXPERIENCE



Crafting design strategies for one of the most celebrated teams in sports at one of the world's most storied venues, Levy conceived, designed, programmed, and merchandised a shipping container pop-up store and developed new signage strategies for the Wrigley Field concourse locations.







# MERCEDES-BENZ STADIUM



When the Mercedes Benz Stadium opened in 2017, it featured innovative technology platforms, a range of popular local vendors, a unique street pricing model, and revolutionary service philosophies, which reinvented the NFL fan experience as we know it.





# GOLDEN 1 CENTER



The Golden 1 Center was an industry benchmark and linchpin of Sacramento's tightly knit community. Driven by guiding principles to utilize local artisans, promote Farm-2-Fork initiatives and activate the arena beyond game days, we consulted with the Kings to program their new building and develop a hyper-relevant "Farm-2-Fan," food platform.





# LEVY STYLE

Levy Style was a quarterly online magazine, published by the Levy Strategy + Creative Group, to inspire, educate, and streamline the unwieldy uniform selection and ordering process. Driven by the guiding principle that when people look good they feel good, we reinvented the foodservice uniform standard for sports and entertainment.

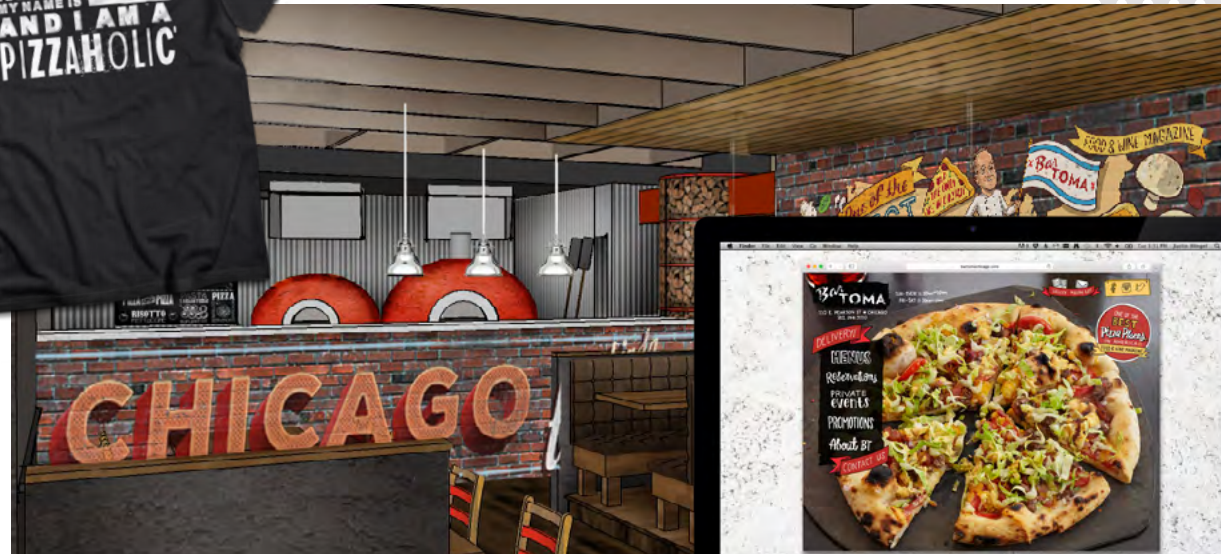




**BARTOMA**



Already heralded by Food & Wine Magazine as “One of the best pizzeria’s in America,” Master Chef Tony Mantuano’s BarToma needed some soul in order to attract a younger demographic of locals and tourists alike. Guiding a \$1MM renovation and brand relaunch, my design team developed and evolved brand strategies that connected all elements of branded storytelling such as environmental murals, wall graphics, uniforms, menus, tabletops, website, and social media strategies.



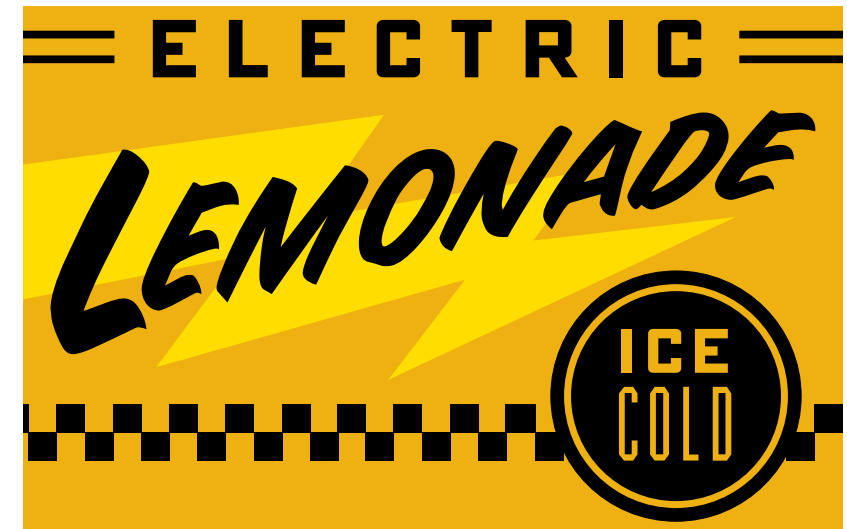




# INDIANAPOLIS MOTOR SPEEDWAY



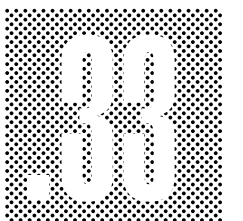
The Indianapolis Motor Speedway kicked off a massive reinvention plan in 2013 aimed to attract the next generation of racing fans and maintain the Speedway's relevance for the next hundred years. Brought to the table as the food and beverage experts, Levy not only proposed aesthetic upgrades celebrating the rich heritage of the track, but also rooted our design and programming efforts in demographic studies tapping into the unmet needs of fans.







Tasked to reinvigorate Ford Field as a premiere NFL culinary experience, Levy teamed up with celebrated restaurateurs in Detroit and crafted street worthy dining concepts for fans.





# CHURCHILL DOWNS



As part of extensive venue wide renovation efforts, Levy was tasked with creating “unique to Churchill” food and beverage experiences. Designed with southern charm in a comfortable “vintage modern” style, we partnered with sponsors and local restaurateurs to bring relevant concepts forward for the diverse user groups that walk through the gates any given race day.





# T-MOBILE ARENA



A gem envisioned by hospitality experts MGM Resorts in Las Vegas, The T-Mobile Arena is where Levy, with the help of local restaurateurs and celebrity mixologist Tony Abou-Ganim, crafted a world-renowned food and beverage program unlike any in the industry



FAN FAVORITES	
BBO MEXIQUE	11.00
Chicken Tenders & Fries	11.00
Hot Dog	7.00
Nachos	6.00
Cheese Topping	2.00
GRAB 'N GO	
Jalapeno Garlic French Fries	6.00
French Fries	4.00
Fresh Popcorn	8.00
Pretzels	6.00



## SILVER Smoke

**BEVERAGES**

- Domestic Draft Beer
- Premium Draft Beer
- Coca-Cola Beverages
- Fresh Brewed Ice Tea
- Energy Drinks
- Sports Drinks
- Bottled Water
- Coffee / Hot Chocolate





# CONTENT MARKETER

EFFECTIVE CONTENT MARKETING IS TALKING TO THE RIGHT AUDIENCES ON THE RIGHT CHANNELS AT THE RIGHT TIMES

**EXAMPLE: OHIO STATE UNIVERSITY PSA SERIES**

Ohio State's 2017/18 PSA series was unlike any the university had ever put forward. Rather than one singular spot, we developed three separate commercials featuring students whose ambitious stories represented the fluid, agile, and solution oriented nature of an Ohio State education. Flipping a perceived negative into a positive, we showed that because of Ohio State's immense depth and breadth, no matter what career aspirations students held, we could help connect the dots and bring their visions to life.



**DENNIS KIBALAMA**  
SUSTAINABILITY + ENGINEERING

Developed efficient vehicles for Uganda's first automotive manufacturer



**MIMI LAMANTIA**  
DANCE + MEDICINE

Created dance-based therapy for cancer patients suffering from chronic pain



**MAGGIE GRIFFIN**  
FARMING + SOCIAL WORK

Tackled food insecurity through urban farming and distribution to community centers most in need



**+25 MILLION NATIONAL TELEVISION VIEWERS**



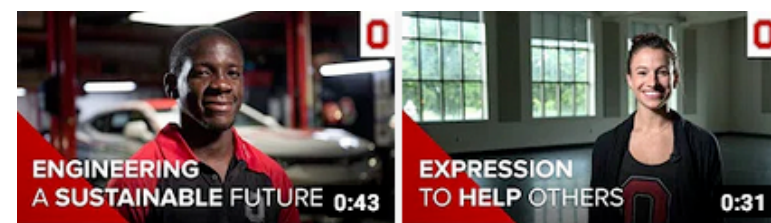
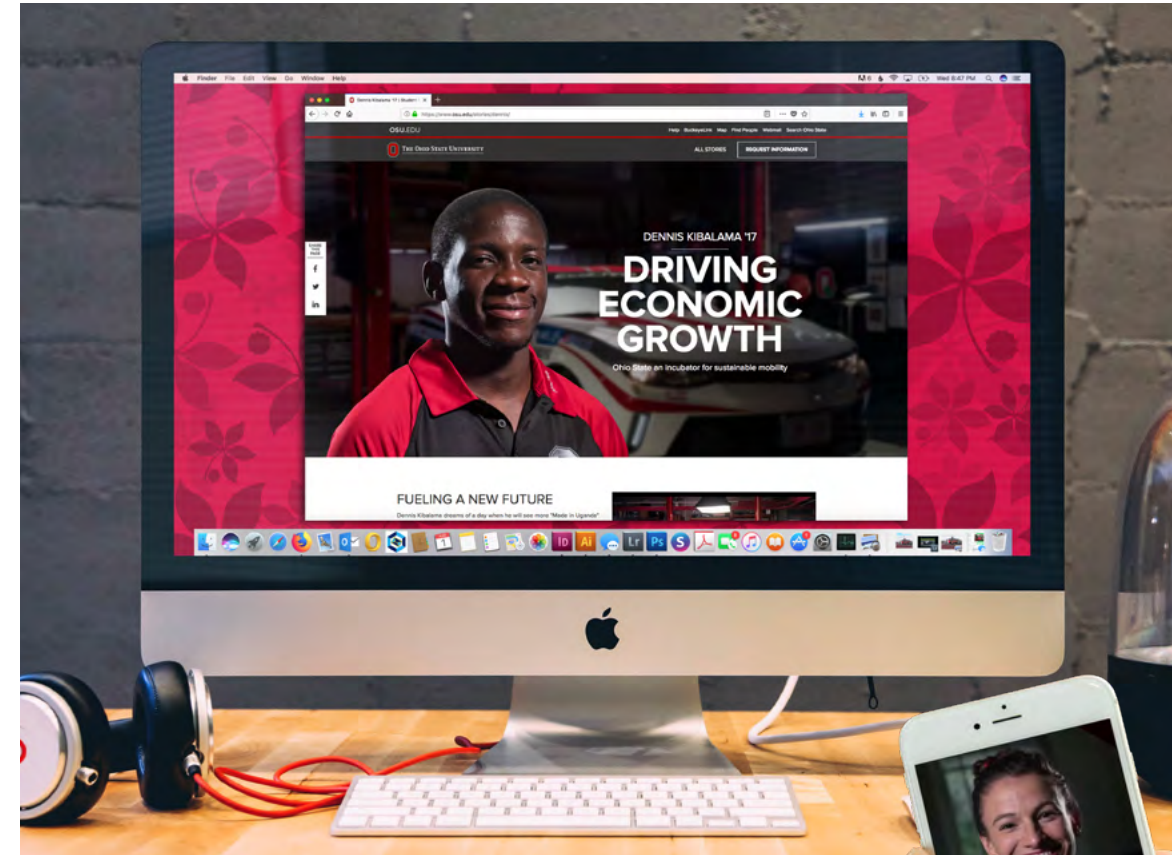
# OHIO STATE PSA CONTENT MARKETING ECOSYSTEM

## TARGET AUDIENCE:

High potential H.S. juniors and seniors exploring post-secondary options

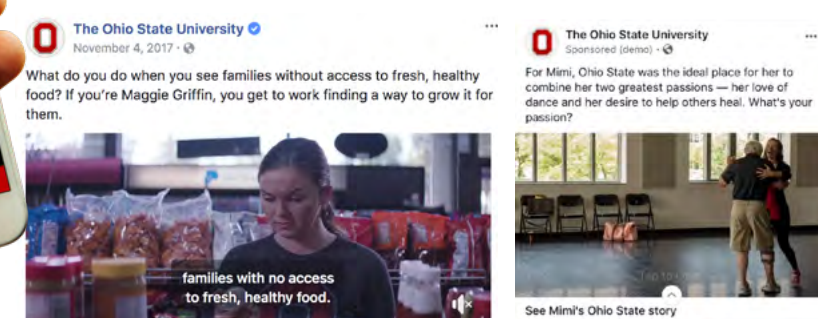
## CONTENT DISTRIBUTION:

- Broadcast television
- Enterprise social (organic + paid)
- College unit social/digital
- Email
- Radio
- Gameday football program
- In stadium
- OSU.edu homepage
- OSU.edu/stories microsite
- YouTube expanded content
- Paid search



Find Your Place: Engineering a Sustainable Future

Find Your Place: Expression to Help Others







# BUCKEYE GAMEDAY COVERAGE

In support of multiple campus units, we operationalized football coverage by instituting pre-production meetings covering the event formats published by athletics. In those meetings, we identified the right shot opportunities and created both photo and video assignments which were then reflected in a gameday call sheet published through Studio Binder. Photos were distributed real-time to campus communicators via smartphone tethered to the camera by Nikon's Camera Control Pro 2 app.

## PLANNING

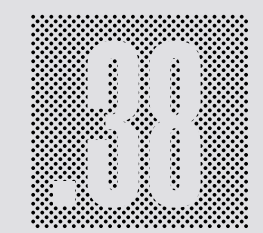
EVENT FORMAT ► PRE-PRODUCTION MEETING ► CALL SHEET



## PRODUCTION



- University Marketing
- Athletics
- Alumni Association
- Wexner Medical
- Office of the President
- TBDBITL
- ROTC







**OSUCCC-James Cancer Hospital and Solove Research Institute**  
 Page Liked · October 7 · 🌐

Big thanks to all the fans and players who sported pink in The 'Shoe and around Buckeye Nation in support of Breast Cancer Awareness Month. O-H!!!

Like Comment Share

You and 129 others

21 Shares 4 Comments

Linda Paparodis I appreciate any awareness toward finding a cure for cancer!  
 Like · Reply · 11w · 2

Angella Reed Kind of crazy last month was childhood cancer awareness month but y'all didn't suit up with gold gloves or anything 😊  
 Like · Reply · 11w · 1

Lola Ann Paulin I-O!!!  
 Like · Reply · 11w

Jackie Albert IO had my pink on yesterday  
 Like · Reply · 11w

Write a comment...

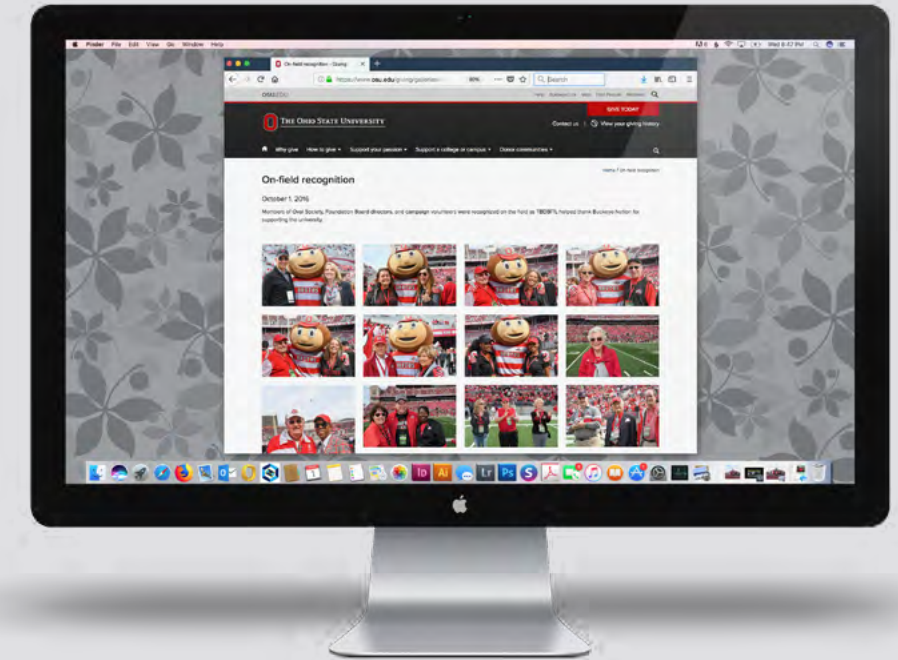
**OHIO STATE**

**DENZEL WARD**

**ROUND 1 PICK 4**

**CB Cleveland Browns**

**DRAFT 2018**



**OHIO STATE**

**7:30 p.m. | SEPT. 30**

**High Point Solutions Stadium**

**R**

**OHIO STATE**

**FALL 2017**

**How big was that fanquake in the 'Shoe?**

BY BOB BEASLEY

**The Ohio State University Marching Band**  
 @TBOBITL

"My #BuckeyeLove is coming down the ramp on game days, because it's the experience of a lifetime to be struck by the wall of sound comprised of the band and 100,000 fans inside Ohio Stadium. The electricity you feel once you finally hit the field is incomparable." - John LaVange

**The Ohio State University Army ROTC**  
 Page Liked · November 18 · 🌐

**GATHER**

**Where to find us (and you, too) this fall**

**WELCOME, BUCKEYES!**

**HOME COMING**

**REUNION TOURS**

**PARADE AND PEP RALLY**

**BUCKEYES WINE DAYS**

**UP FRONT**

**THIS IS MY #BUCKEYELOVE**

**brutus\_buckeye** · Following

brutus\_buckeye Ready for that 4th QTR push!

LET'S GO 🙌 #GoBucks

Load more comments

logankoepp WE WON

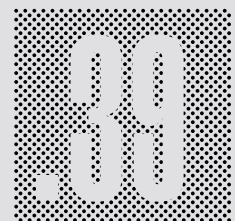
maya.bollen Nice win buckeyes

parkerbudreau @jack.shortridge I just reverse psychology jinxed the football game... thx for liking my comment 🙌🙌🙌

3,562 likes

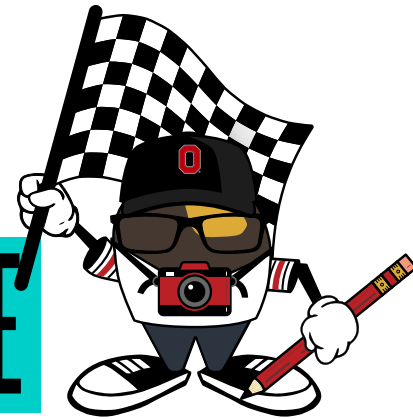
OCTOBER 26

Add a comment...

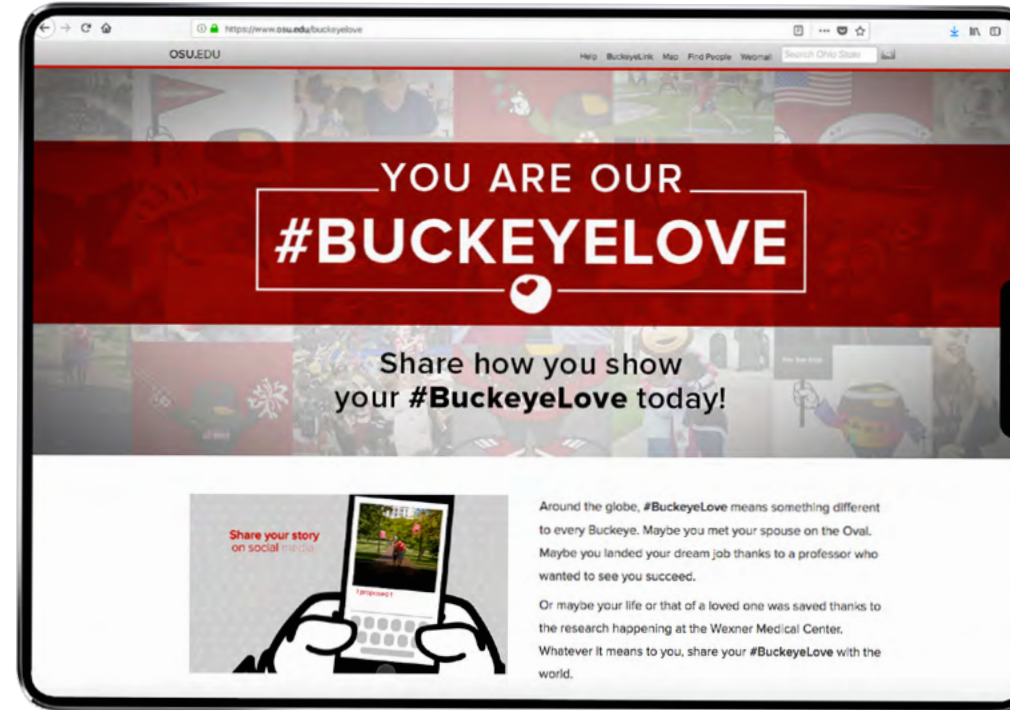




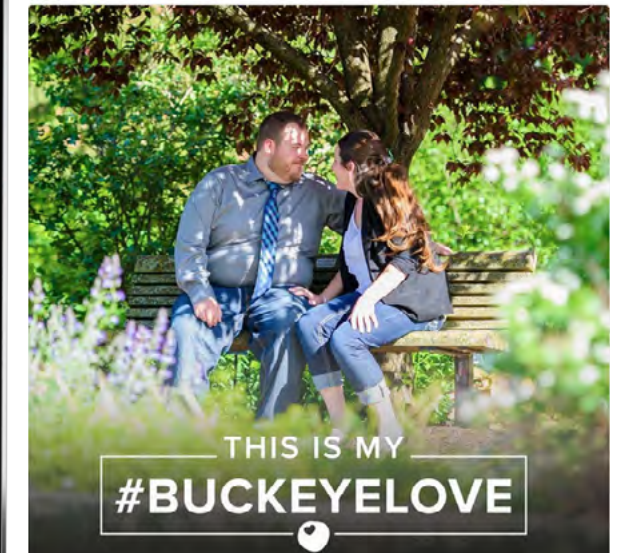
# BUCKEYE LOVE



Ohio State's audiences were full of passion and pride for their favorite university, and they were encouraged to share that Buckeye Love during an affinity campaign in the beginning of February. In 2017, University Marketing began collaborating with partners from across the entire system to create a unified, engaging experience for various audiences – resulting in an impressive return of both user-generated content and funding for Ohio State programs.



This is my #BuckeyeLove - Proposing to @FinAidEllen in the Learning Gardens even before I joined her as an employee at @OhioState and returning to the very same spot for engagement photos. This place is a second home to us both!

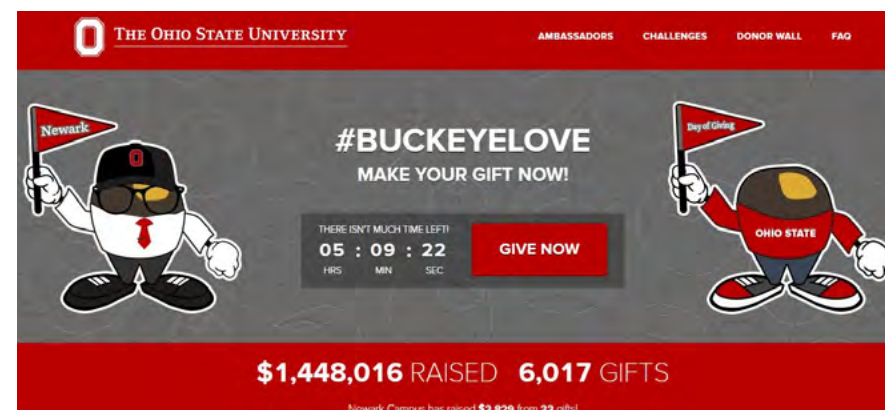


## TARGET AUDIENCES

Alumni, donors, employees, friends, and grateful patients

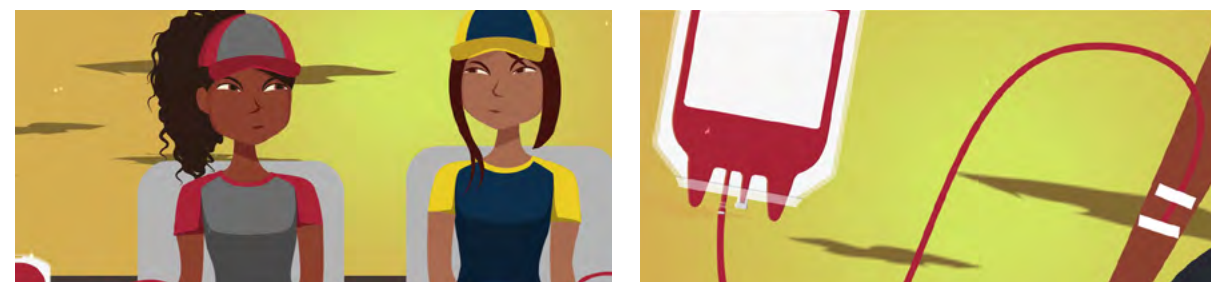
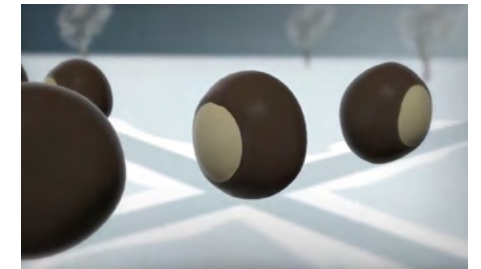
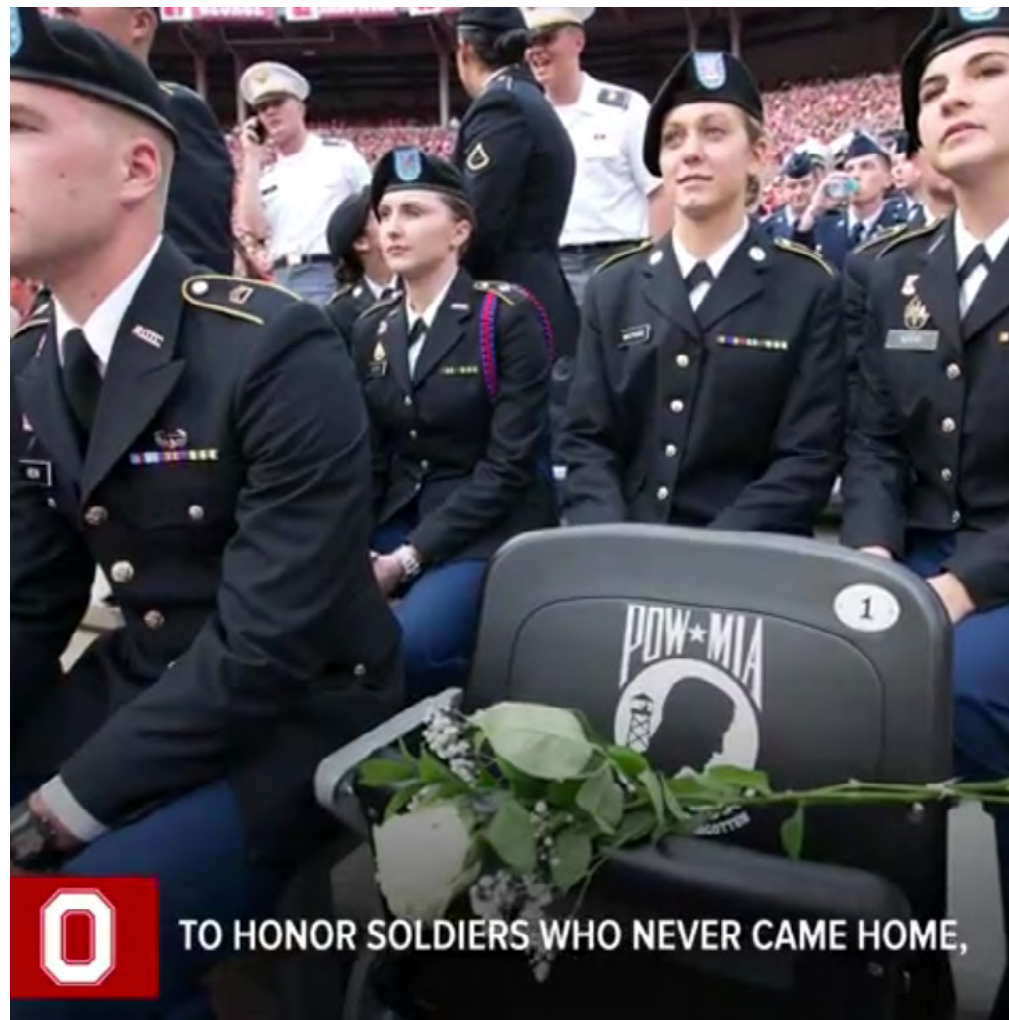
## CONTENT DISTRIBUTION

- Enterprise social (organic + paid)
- Email
- College unit social/digital
- OSU.edu homepage
- Influencer campaign
- Earned broadcast media
- Ohio State Alumni Magazine





# OHIO STATE ENTERPRISE SOCIAL VIDEO CONTENT



Tapping into the spirit of Buckeye Nation, we used enterprise social media channels to promote Ohio State thought leadership and unique opportunities for viral engagement.





# SPURS 2019/20 SEASON TICKET MEMBER CAMPAIGN

## BUSINESS OBJECTIVE

Create increased awareness of 2019-20 Spurs Season Ticket Membership on sale and exclusive benefits

## MARKETING KEY RESULTS

- Generate new FSE Revenue via paid & organic lead generation efforts
- Retain current membership renewal rate
- Test and learn by introducing new acquisition tactics.
  - Re-engagement of lapsed STMs
  - A/B testing of Season Ticket Membership messaging

## TARGET AUDIENCES

28%  
OF STM'S

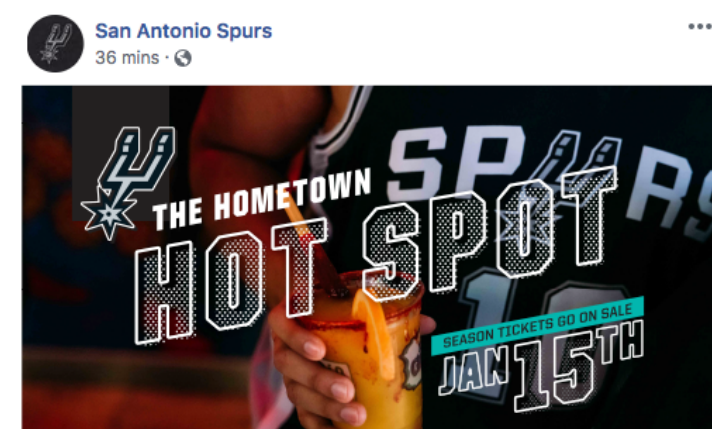
**FAMILY GRIND**

20%  
OF STM'S

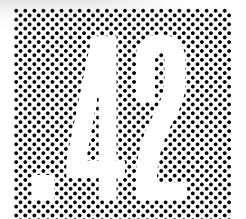
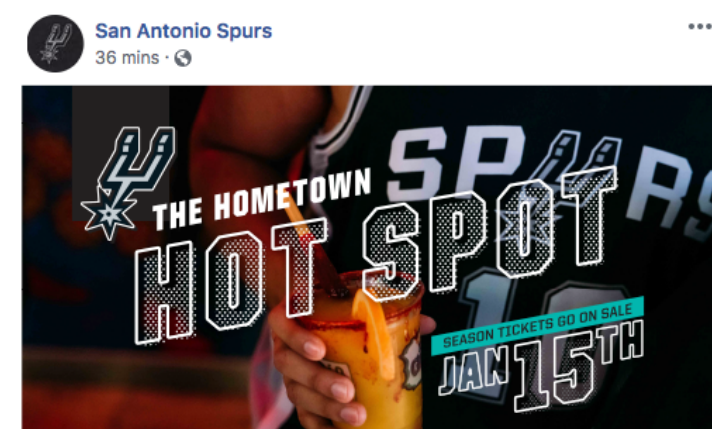
**SOCIALITE**

10%  
OF STM'S

**WORKING CLASS**



With a strategy rooted in fan personas developed by SS&E's insights and Analytics Team, Brand Engagement developed a top of the funnel omnichannel campaign aimed at lead generation for Spurs 2019/20 Season Ticket Memberships highlighted by a series of three broadcast television spots.







# COVID-19 HIATUS DIGITAL CONTENT STRATEGIES



**PICK YOUR LOCKDOWN HOUSE**

Pick your house, but make it San Antonio 🏠

- HOUSE #1:** BARBACOA & BIG RED, BEER, CHIPS & GUACAMOLE
- HOUSE #2:** BREAKFAST TACOS, RED WINE, ENCHILADAS
- HOUSE #3:** STREET TACOS, SWEET TEA, CHIPS & QUESO
- HOUSE #4:** PAN DULCE, MARGARITAS, FAJITAS
- HOUSE #5:** CHICKEN ON A STICK, WHISKEY, WINGS

**SPURS FAMILY BINGO**

GET A SPURS AUTOGRAPH	WENT TO A FINALS GAME	LET A SPURS CANDLE	HAVE A SPURS TATTOO	SEEN ON THE Jumbotron
HAD A DATE AT THE SPURS GAME	DRINK A SPURS JERSEY	WENT HONKING	DOWNLOADED THE SPURS APP	PICTURE WITH COYOTE
WENT TO AN ALASKA GAME	BEEN TO A BOB'S RETIREMENT CEREMONY	FREE SPACE	WENT TO A PLAYOFF GAME	ATTENDED A POST-GAME CONCERT AT THE BRD LIGHT COURTYARD
CAUGHT A SHOT FROM THE CANNON	ATTENDED AN AUSTIN SPURS GAME	CAN QUOTE A SPURS 14-8 COMMERCIAL	CREED AT A SPURS GAME	WENT TO A FINALS PARADE
SAW A WEDDING PROPOSAL AT A SPURS GAME	ATTENDED THE SILVER & BLACK SCRIMMAGE	PICTURE WITH A SPURS PLAYER	ATTENDED A SPURS WATCH PARTY	HAVE A SPURS DECAL ON THE CAR

**RUDY'S TOP FIVE KICKS**

- AIR JORDAN III
- AIR JORDAN I
- PUMA SKY DREAMER
- AIR JORDAN XI
- NIKE HUARACHE 2K4



San Antonio Spurs  
April 14 at 5:32 PM

**Spot the Difference:** How many do you see? 🤔

List them all below in the comments 🙋

spurs

Liked by schadillac and 10,925 others  
spurs #SpursPhotoshop is back! Screenshot this @rudygay image, build your own version and tag us... more

San Antonio Spurs  
March 24

Tonight would have been our second game in a back-to-back vs. the Jazz, so we're jumping back into the #SAsvsUTAseries! Let's start with some S... See More

**CAN YOU NAME THEM?**

spurs 4h

**BACK TO THE TAPE**

TEST YOUR SPURS KNOWLEDGE WITH A SERIES OF FOUR QUESTIONS!

spurs 4h

**WHEN WAS THIS TAKEN?**

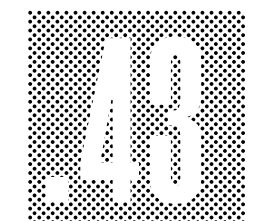
spurs 4h

**WHEN WAS THIS TAKEN?**

(A) 1978

(B) 1980

In March 2020, COVID-19 forced our Brand Engagement Team to literally audible overnight on all content, digital, marketing, retail, and creative strategies planned for the season. In the months that ensued, we ranked among the NBA top five in social engagement by flexibly shifting to lighthearted, reflective, and highly participative strategies that fans were looking for.

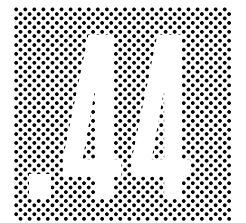




# DESIGNER

GRAPHIC  
DIGITAL / UI  
BRAND IDENTITY  
ENVIRONMENTAL  
RETAIL / APPAREL  
EDITORIAL  
ILLUSTRATION  
PRESENTATION

Integrating a meticulous process of precision refinement and upholding the highest design standards, I take pride in finding the true potential in every project I touch. Constantly striving to create emotionally charged, all encompassing consumer experiences, I begin with the end in mind by understanding key business challenges and target audience insights. When done right, the power of strategic design thinking can drive significant revenues, operating efficiencies, customer satisfaction, and brand loyalty.







# ROCKER @SQUAW

Tasked to create a world class après-ski destination in a previously underperforming space, Levy handled concept development, naming, menu engineering, brand identity, uniforms, interior design, and other experiential touch points. Paying homage to the roster of world class skiers, boarders, and Olympians calling Squaw Valley their home, Rocker@Squaw has become a heralded destination in the village for locals and tourists alike.



# ROCKER @SQUAW



# MANITOWOC BANDITS

"Come back to me in five years with the kind of book I would like to see," renowned collegiate and professional sports identity designer, Eric Rickabaugh, told me during an interview shortly after graduating from BGSU in 2003. Desperate to break into the industry, I took his advice to heart and reached out to a Wisconsin based semi-professional baseball league with a mutually beneficial offer. At no cost to them, I spent six months toiling over team and league branding campaigns, including the Manitowoc Bandits. Ultimately, it was this pro bono work that sealed my hire with sports and entertainment leader, Levy, shortly thereafter.







In coordination with Schussler Creative, the brainchilds behind themed restaurants like Rainforest Cafe and T-Rex, Levy came on board to develop Backfire BBQ, a Kansas City based concept celebrating America's favorite gearheads, the Orange County Choppers. Through an extensive 18-month development process, Levy led the charge on naming, menu engineering, brand identity, uniform program, retail recommendations, and other experiential touch points.



**BACKFIRE BBQ**



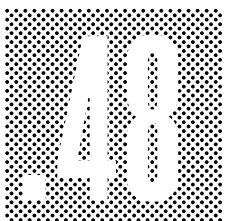
# PACKAGING DESIGN



Packaging design is a unique discipline where form and function serve equal importance. I began my career creating keylines for the upscale spice brand Urban Accents. Since then, I have taken on projects ranging from Levy concessions packaging to wine labels for Mr. Cub himself.



“  
JUSTIN, YOU'RE THE  
NEXT CHARLES DARWIN!  
- MR. CUB ERNIE BANKS



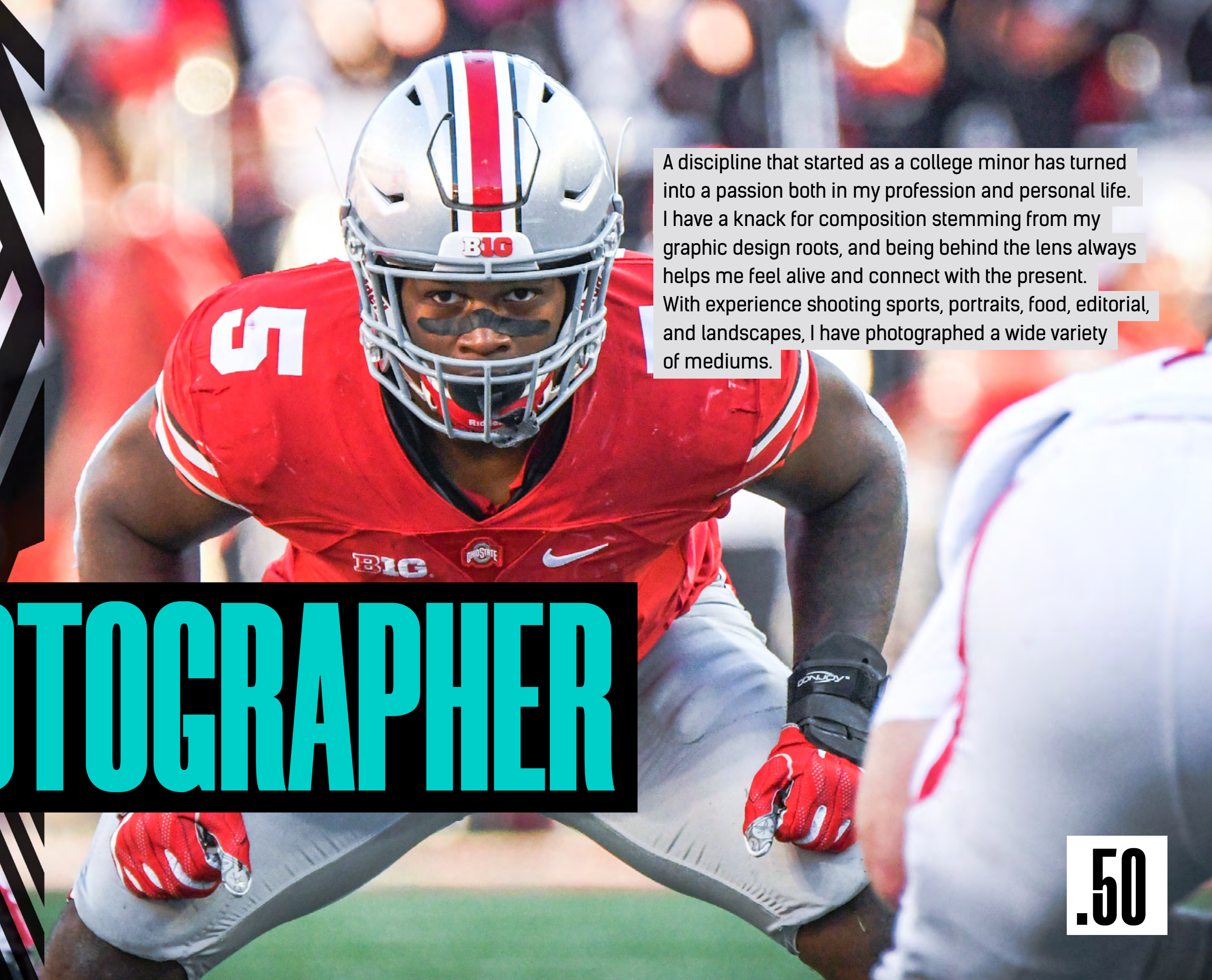


# ENVIRONMENTAL DESIGN



A subject matter expert in branded environments, I carefully select appropriate materials, finishes, and environmental graphic elements that inspirationally and appropriately bring brands to life in the third dimension.





A discipline that started as a college minor has turned into a passion both in my profession and personal life. I have a knack for composition stemming from my graphic design roots, and being behind the lens always helps me feel alive and connect with the present. With experience shooting sports, portraits, food, editorial, and landscapes, I have photographed a wide variety of mediums.

# PHOTOGRAPHER



# AUTO RACING

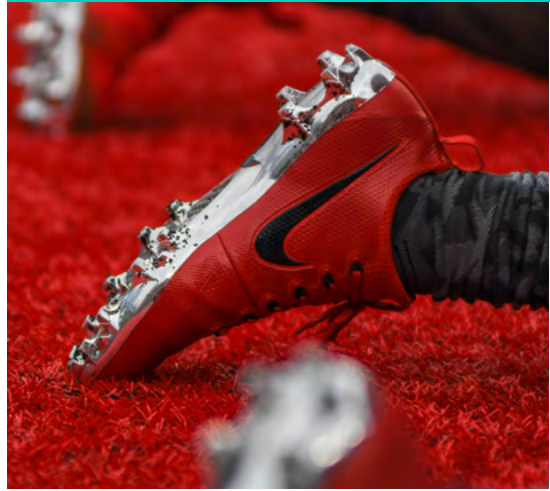


A lifelong love affair with auto racing has taken an exciting turn since my first opportunity to shoot IndyCar at Mid-Ohio and Indianapolis Motor Speedway in 2017. Capturing both the high drama and emotive personalities of the sport has required perfect timing, meticulous planning, and utmost confidence in my technical craft.





# BUCKEYE FOOTBALL



A Buckeye by birthright, I have been obsessed with Ohio State football since my youth. The experience of supporting athletics and other university constituents as a photographer during my time at OSU was a definitive highlight.



# COLLEGE FOOTBALL SATURDAY



With a world of pageantry going on around game days in Columbus, I sought out to capture the energy and excitement of Ohio's most celebrated tradition.

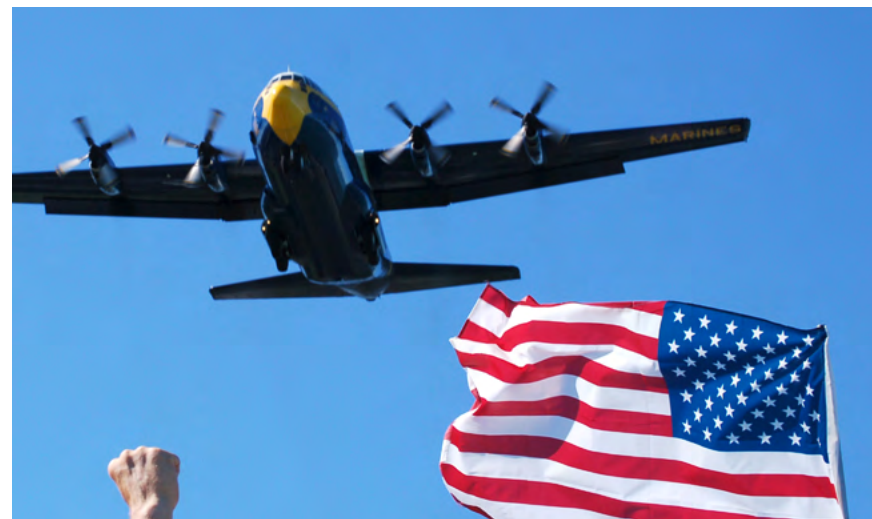




# EDITORIAL PHOTOGRAPHY

Requiring both immense confidence and extreme preparation, I am always ready to capture a media worthy moment the split second it is presented.









# FOOD PHOTOGRAPHY

The art of food photography requires patience, focus, and meticulous attention to every detail on the plate. Working with chefs, mixologists, food stylists, and clients, every shot in the studio is the output of a collaborative team effort and hours of preparation before the shoot takes place. From compiling shot lists to setting the props and capturing that perfect light, it is a craft requiring the right balance of technical and aesthetic skill.







# LANDSCAPE PHOTOGRAPHY

As the rest of the world sleeps, I crave the peaceful serenity of waiting with anxious anticipation for the sun to peek out beyond the horizon and reveal daybreak. To master landscape photography, one not only needs to fundamentally understand lighting and composition, but also be committed to doing whatever it takes to capture the perfect frame.







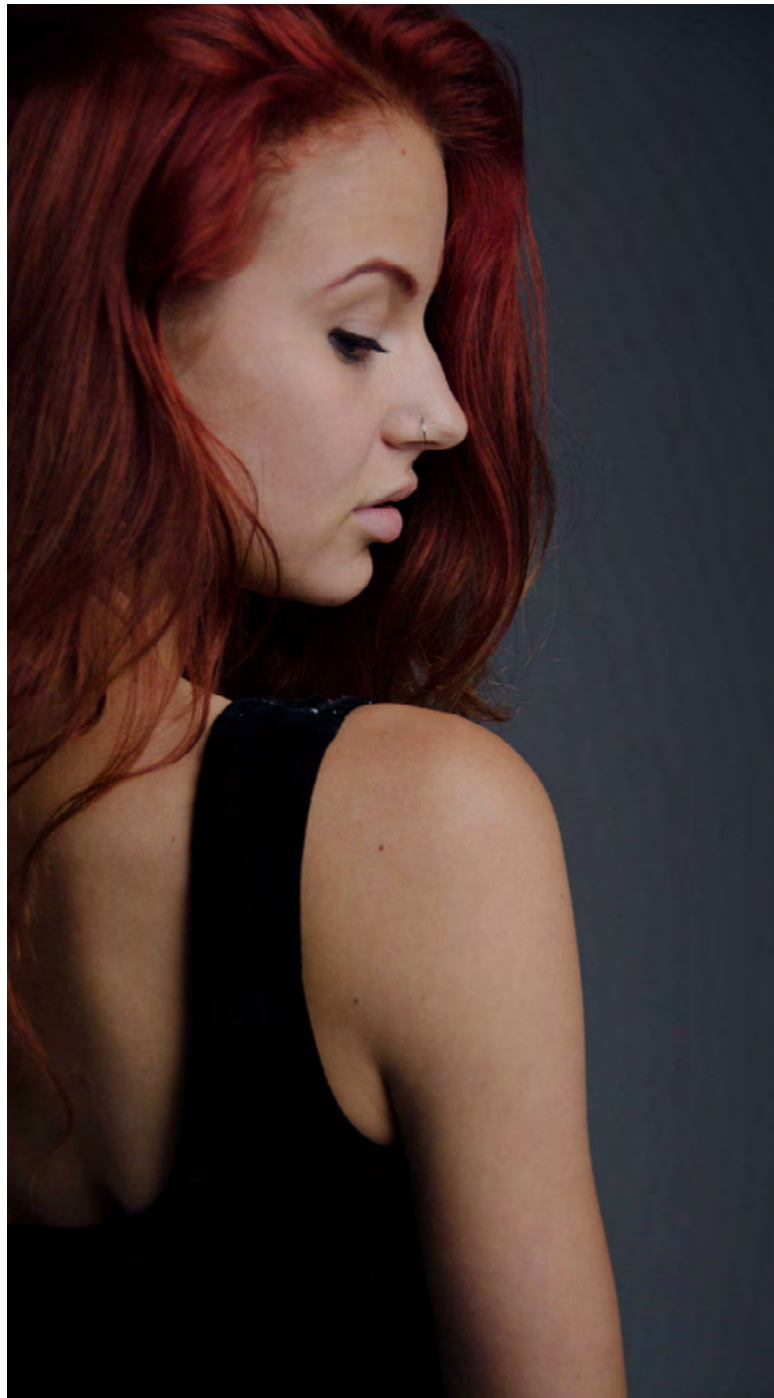




## PORTRAIT PHOTOGRAPHY

I take great pride in capturing deeply personal narratives by working with subjects to bring out the stories they want to tell. Portrait photography involves the intuitive sense of getting the subject comfortable opening up to their greatest vulnerabilities. It requires as much mutual trust as it does technical acumen.









*Levy*



# LEVY EXECUTIVE PORTRAITS

In 2013, I updated Levy's Executive Team portraits to reflect the company's progressive and personable approach to doing business.

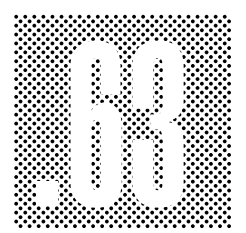
Qui Check



# BARCLAYS CENTER UNIFORM PROGRAM

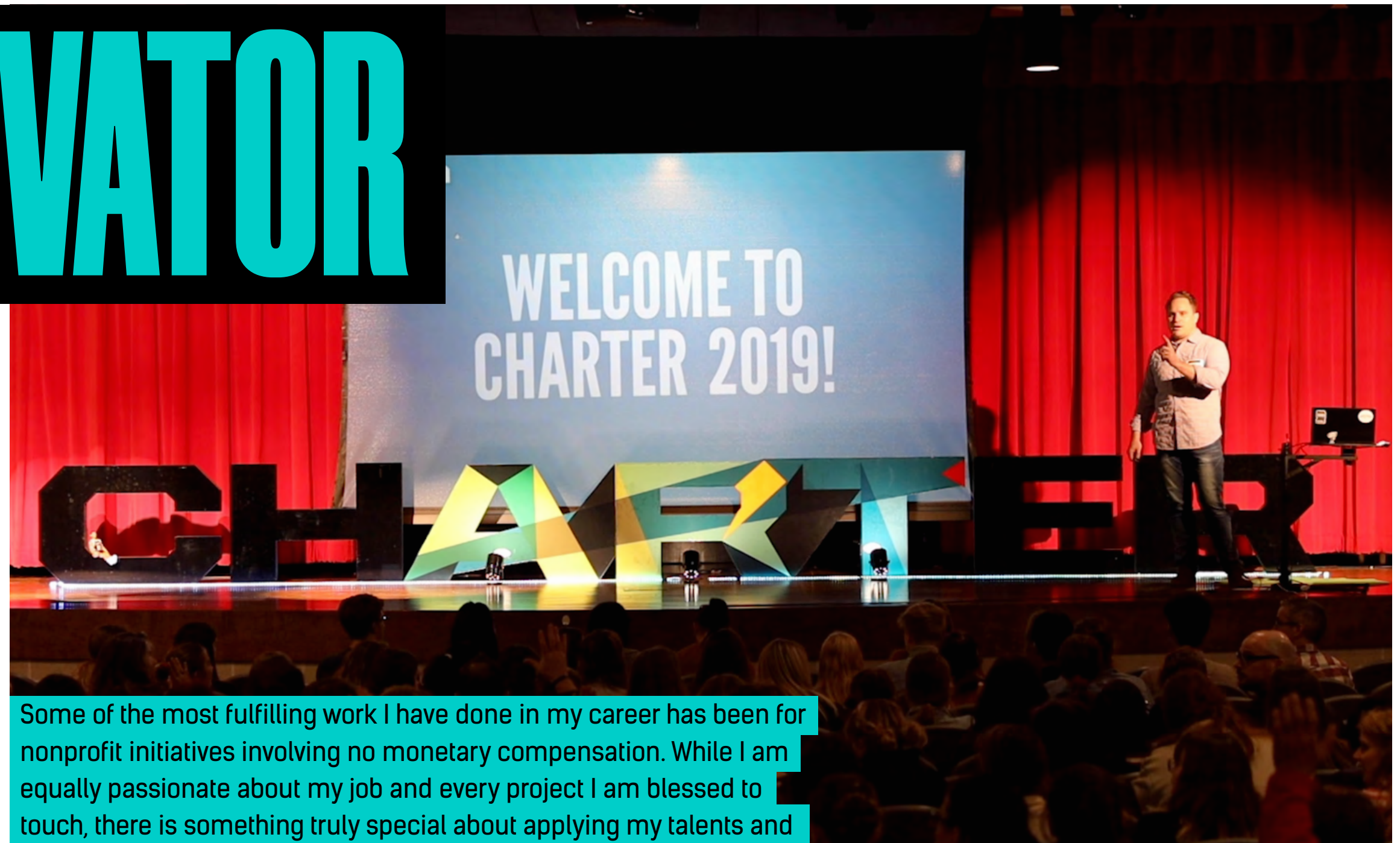


The Barclays Center in Brooklyn set a new arena standard when it opened in 2012. Working with style curator, Mel Muoio, Levy created an upscale uniform program to outfit our food and beverage staff. Ranging in need from concession workers to bartenders in Jay-Z's posh 40/40 club, we chose to illustrate the fashion-forward program by photographing actual Levy employees of all shapes and sizes rather than hire outside models.





# ACTIVATOR



Some of the most fulfilling work I have done in my career has been for nonprofit initiatives involving no monetary compensation. While I am equally passionate about my job and every project I am blessed to touch, there is something truly special about applying my talents and passions towards a higher purpose, to help make the world a better place.



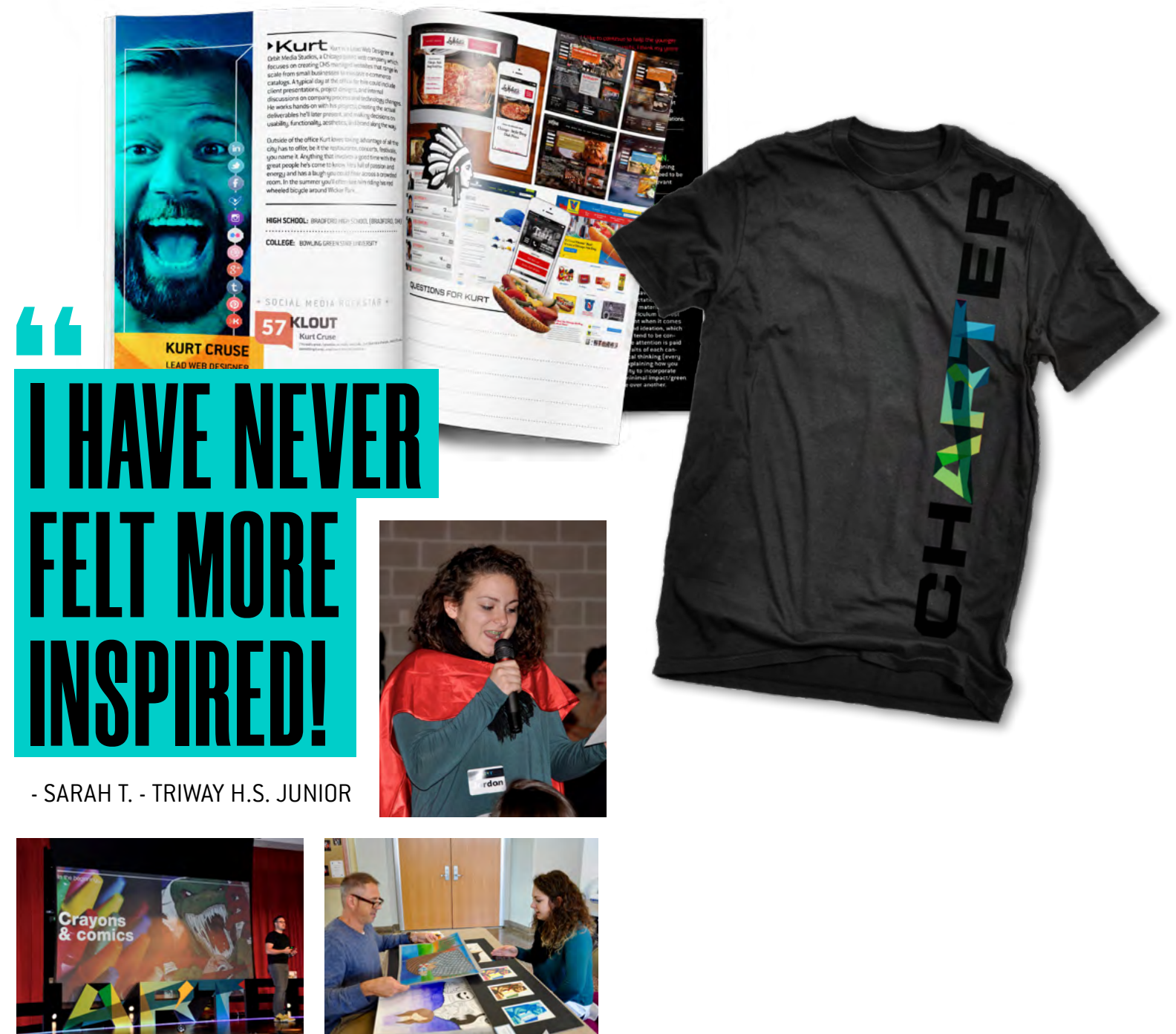
# CHARTER

Frustrated by an unevolved American educational system that weighed merits of right-brained thinking while failing to embrace and harness the power of creativity, I started the chARTer program, along with my late father Morgan, in memory of my stillborn son Carter lost in March of 2013.

Aiming to help guide adolescents serious about pursuing careers in creative fields, a biannual one-day inspirational conference and workshop takes place in my hometown of Orrville, Ohio. Giving students access to a diverse group of leading creative professionals and

exposure to regional collegiate art programs, we worked with the Tri-County Educational Board to grant 100+ teacher nominated students from seven local school districts permission to forgo their regular curriculum and attend chARTer.

Formatted with keynote lectures, a Q&A session, and 1-1 portfolio reviews with the professionals, the event has been a smashing success for students and teachers alike. Despite losing my dad suddenly to a heart attack in 2014, we have honored both he and Carter by carrying on the program in their memory.





# FRESH MOVES MOBILE PRODUCE MARKET



Creative directing a team of ten top multi-disciplinary creatives from Chicago, we worked with Food Desert Action within EPIC's formalized structure to help tackle the issue of malnutrition within low income areas designated as "food deserts."

Retrofitting a decommissioned Chicago CTA bus into a traveling one aisle produce market on wheels, our team used the bus to give underserved residents access to healthy fruits and vegetables otherwise not available.

Making national headlines, the team's work created a media storm and was featured everywhere from NBC Nightly News to O Magazine and the American Way cover.





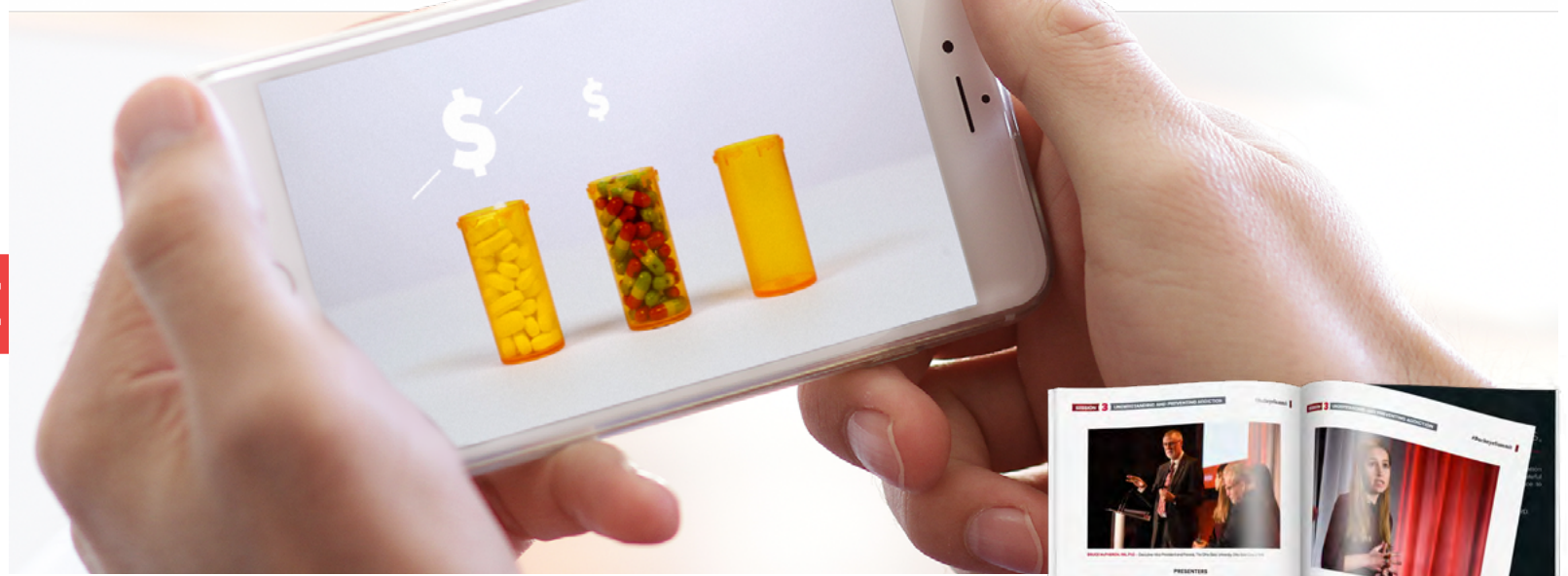
# BUCKEYE SUMMIT



**“The ultimate goal is ambitious and necessary: behavioral change.”**

**Robert Smith**  
Former Buckeye and Professional Football Player  
Fox Sports and Big Ten Network College Football Analyst  
Founder and CEO, Fan Health Network

uckeyeSummit  THE OHIO STATE UNIVERSITY

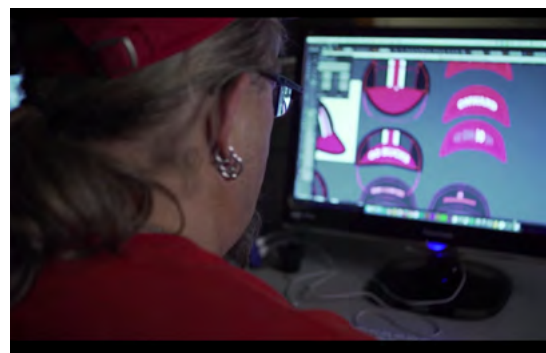
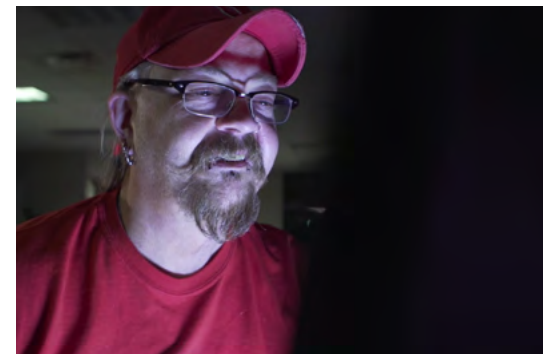


In April 2018, Buckeye Nation convened for change. Over 400 attendees gathered in Columbus and another 10,000+ tuned in online to help tackle the complex health and wellness issues affecting our communities. Our marketing team led collaboration across university-wide partners and external vendors to bring all experiential touchpoints to life inclusive of digital, print, multimedia, and event staging/production.

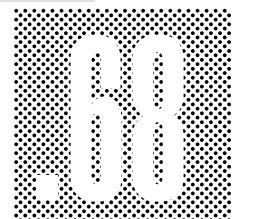




# A CAP TO CURE CANCER

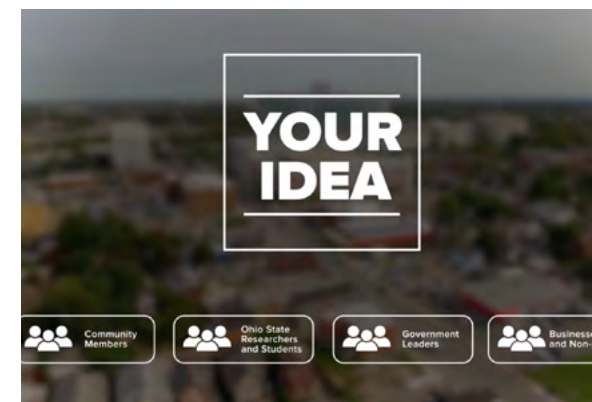
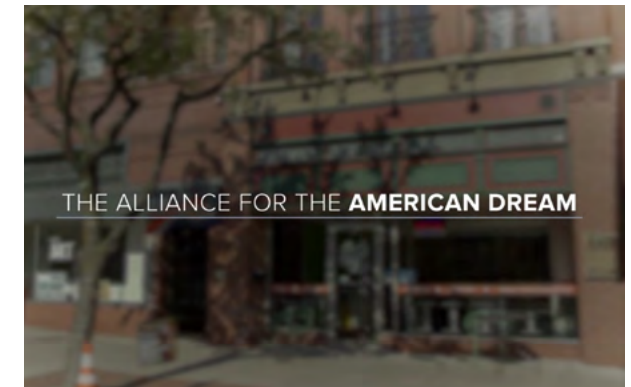


Stage four nasopharyngeal cancer survivor, grateful patient, and University Marketing designer, Jason Shults, used his creative talent to develop, produce, and sell Buckeye branded cycle caps for the annual Pelotonia bike ride benefitting Ohio State's James Cancer Hospital. Inspired by his efforts, we produced a video for osu.edu and enterprise social media channels to raise awareness and drive participation in Pelotonia.

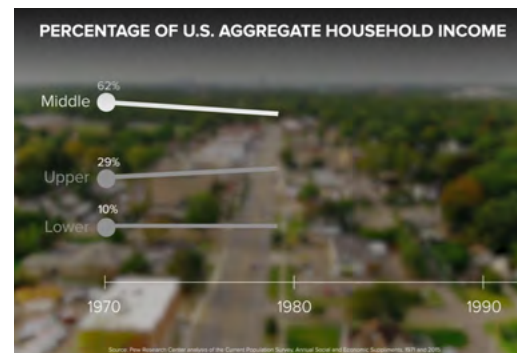




# ALLIANCE FOR THE AMERICAN DREAM



Through the Alliance for the American Dream, Ohio State led a community-wide partnership to help middle class families thrive. With \$1.5 million in initial funding from Schmidt Futures, University Marketing developed a tee up video to inspire Buckeye Nation to submit their most innovative ideas surrounding upward mobility for Ohio's shrinking middle class.





**THANK YOU!**

**I'D LOVE TO SEE WHAT  
WE CAN CREATE TOGETHER!**

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