

STEVEN AUSTIN

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CAREER

WINNING STREAK SPORTS | LENEXA , KS

Clients: MLB, MLS, NBA, NCAA, NHL & NFL

Digital Revenue Content Marketing Director| November 2019 - Present

Lead all digital marketing strategy efforts. Worked with leagues and league representatives to ensure all content created met standards. Established a social media playbook, educating employees on best social media practices. Built an email database as company transitioned from B2B to B2C. Purchased digital and print media for primetime moments.

VMLY&R | KANSAS CITY, MO

Clients: Wendy's, NBA, SKYY Vodka, Chuck E. Cheese's

Community Manager and Content Strategist | April 2018 - November 2019

Spearheaded social executions for global brand campaigns through both platform community management and experiential activations via Facebook, Instagram, Twitter, Wattpad and Youtube. Expanded brand reach to new audiences through esports initiatives, including the development and management of a Wendy's Twitch presence. Led the strategy and execution of a TikTok channel and content campaign. Wrote and published social content for top-tier social brand campaigns for SKYY Vodka, Chuck E. Cheese's and Wendy's.

BARKLEY | KANSAS CITY, MO

Clients: Anheuser-Busch, Coleman, Dairy Queen, Hershey, Nat'l Turkey Federation, SodaStream, Spirit Airlines, Wingstop

Senior Content Specialist | Jan 2018 - April 2018

Developed organic brand engagement strategies for 2018 social media initiatives. Improved social content performance (67% percent engagement increase) by analyzing a diverse audience backed by cultural insights to create authentic, optimized media. Identified and managed unique influencers and partnerships to improve brand affinity and awareness. Created content featured in case studies for award submissions. Vetted influencers for campaigns and fulfilled a community outreach initiative.

Content Specialist | May 2016 - Dec 2017

Ideated, produced and executed monthly social content for clients and new business while managing all platforms.

AWARDS

CANNES LIONS | 2019

Wendy's Keeping Fornite Fresh

Grand Prix: Innovative Use of Community
Gold (2): Brand Integration for Games, Use of Social Platforms
Silver (5): Gaming, Live Broadcast and Live Streaming, Audience Targeting / Engagement Strategies, Fan Engagement, Branded Games
Bronze: Retail

Wendy's National Roast Day

Bronze: Social Behavior and Cultural Insight

CLIO AWARDS | 2019

Wendy's Keeping Fornite Fresh

Gold (2): Games, Social Media
Silver (2): Digital, Mobile

D & AD PENCIL | 2019

Wendy's Keeping Fornite Fresh

Wood Pencil: Trends and Tactical Marketing

SHORTY AWARDS | 2018

Wingstop Rap Battle

Gold: Real Time Response

ADDY AWARDS | 2018

Russell Athletic Mascots

Silver: Social Media Campaign

Wingstop Twitter Rap Battle

Gold: Social Media Single Execution
Silver: Copywriting, Social Media Campaign

Dairy Queen Le'Veon Bell Activation

Silver (AAF-KC): Social Media Single Execution

EDUCATION & SKILLS

EDUCATION

University of Missouri,
December 2016
B.A. Communications | Mass Media
B.S. Psychology | Statistics

SKILLS

Apex Legends
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Adobe Premiere

DSLR
FIFA
Final Cut Pro X
Netbase
Paid Media Strategy

PIXLEE
Soci
Spredfast
PM Software
Madden

Microsoft Office
Media Platforms
Social Studio
SPSS Data Entry
Star Wars: Jedi Fallen Order