



SHELBYCLAYTON

DIGITAL & SPORTS MARKETING

CONTACT

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New York, NY



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EDUCATION

University of Georgia, Cum Laude

May 2015 | Athens, GA

Bachelor of Arts in Journalism

Advertising

Sociology, Minor

CERTIFICATIONS

Google AdWords, 2015

TECHINICAL

PROFICIENCIES

Programmatic Sales

Digital and Social Media

Performance Marketing

Graphic Design

Google DoubleClick for Publishers

Microsoft Excel

Microsoft PowerPoint

Event Marketing

PROFESSIONAL EXPERIENCE

ESPN, New York, NY | September 2015- Present

Account Services Associate, Audience and Programmatic Sales

- Produce and distribute monthly Programmatic Guaranteed Homepage sales blast externally and internally
- Work with clients on developing performance based marketing solutions within ESPN's Private Marketplace via Google's Ad Exchange
- Build and manage programmatic tracker database
- Work cross-functionally with sales communication on developing marketing materials
- Implement regional audience sales reviews to provide revenue updates and prospective client activity
- Help facilitate the 2016 ESPN Internship program and act as a liaison between the intern class and ESPN

ESPN, New York, NY | June 2015- August 2015

Sales and Marketing Intern

- Assisted sales team with capturing sponsorship integrations across ESPN properties
- Gathered marketplace intelligence using various trade publications
- Updated client status sheets
- Created prospect sheets targeting new ESPN platforms
- Assisted Corporate Citizenship with corporate outreach initiatives

Mayor's Office of Special Events, Atlanta, GA | June 2014- August 2014

Special Events Intern

- Assisted with the planning and execution of the Mayor's signature events including the *World Cup Watch Party* and *After the Mayor's Ball* events
- Processed and issued outdoor event permits

UGA Athletic Association, Athens, GA | August 2012- April 2014

Promotions Intern

- Activated in-game promotions at Women and Men's Basketball, Soccer, Volleyball, Softball, and Gymnastics
- Executed sponsored promotions with Papa John's Pizza, Gigi Cupcakes, and McDonald's
- Managed student volunteers and delegated roles for executing in-game promotions
- Implemented 30 social media contests a month on UGAAA social media account (433k+ followers)
- Assisted with community related programs- Girl Scout Day, Girl Power Day, Field Trip Day, etc.

United States Tennis Association, Norcross, GA | June-August 2011

Tournament Intern

- Assisted ticket sales manager with ticket sales initiatives to increase event attendance at the Atlanta Tennis Championships
- Assisted in tournament operations that accommodated ~4,000 people
- Distributed credentials to media, players, coaches, VIP, etc.

VOLUNTEER EXPERIENCE

University of Georgia Alumni Association, NYC Chapter | October 2016- Present

Director of Social Media and Events

Disney VoluntEARS | July 2015- Present