

GENESIS LEGGETT

SPORTS MARKETING &
COMMUNICATIONS PROFESSIONAL

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Tallahassee, FL



SUMMARY

Passion-driven, gregarious, sports-minded marketer dedicated to creating unforgettable experiences and events. Offering eight years of professional and graduate-level expertise; I bring exceptional organizational skills, innovative thinking and outstanding communication abilities. Eager to contribute as an invaluable asset to your team or project.

EDUCATION

Florida State University

Masters of Education in Sport Management
Completed in 2021

Berry College

Bachelors in Communication & Sports
Administration
2016 – 2020

Southeast Tourism Society Marketing College

Tourism Marketing Professional
Year 1

PROFESSIONAL SKILLS

- Content Management Systems
- Email Marketing
- Effective Communicator
- Event Management
- Event Marketing
- Social Media Management
- Graphic Design
- Content Creation Copywriting
- Public Relations
- Digital Advertising
- Public Speaking

PROFESSIONAL EXPERIENCE

Marketing & Communications Manager

Florida Sports Foundation | March 2024 - January 2025

- Developed and implemented comprehensive marketing campaigns to promote Florida's sports tourism industry, boost economic impact, and promote the health and fitness of Floridians through various programs, events, and partnerships.
 - Supported major events such as the Florida Senior Games, Sunshine State Games, Florida Grapefruit League, Governor's Baseball Dinner, Florida Sports Specialty License Plate program, and Florida's professional, amateur and leisure sports events.
- Oversaw multimedia content development, including blog posts, newsletters, long- and short-form videos, event promotions, and social media posts, ensuring consistent branding and cohesive messaging across all platforms.
- Managed relationships with local, regional, and national media, securing coverage for FSF programs and events. Wrote press releases, media advisories, and speeches to enhance FSF's public image.
- Led strategy and engagement across platforms such as Instagram, Facebook, LinkedIn, and Twitter, ensuring dynamic and engaging content that aligns with organizational goals.
 - Published (540+) posts which amassed over **952K impressions and over 35.6K total engagements** since joining the foundation in March, resulting in a **91% and 500% increase respectively from the previous year.**
 - Developed creative and paid strategy for a mini campaign to promote the Florida Panther's winning the Stanley Cup, campaign amassed over **24.8K impressions and resulted in an 15% increase in specialty tag sales.**

- Collaborating with the Florida Department of Health and the Department of Education to amplify state-wide active health initiatives like #Pledge2Play.
- Tracked and analyzed the performance of marketing campaigns using tools such as Meta Ads Manager, Google Analytics, and social media insights to measure audience engagement and conversion rates.
- Collaborated closely with Amateur Sports managers to design and execute promotional plans that drive attendance and participation for the Florida Senior Games and Sunshine State Games.
 - Successfully **increased attendance by 23%** at the 2024 Florida Senior Games, through social media, strategic advertising, partnerships, and grassroots marketing.
- Ensured cohesive and on-brand messaging across all external communications, maintaining alignment with FSF's mission and values.
- Delivered the opening address at SportBiz Miami, showcasing insights on sports tourism and marketing.
 - Moderated the panel "**Florida as a Sportainment Hub**," featuring representatives from the Miami Marlins, Miami Heat, and international sports professionals, facilitating discussions on Florida's role in the global sports and entertainment landscape.
- Currently serve on the 2025 Destinations International Marketing Task Force.

Sports Marketing Coordinator

Savannah Sports Council | 2021 - February 2024

- Managed all marketing and communications for Savannah Sports Council's sports tourism efforts and events.
- Developed and implemented social media strategy for 9 social media accounts including the Savannah Sports Council, Savannah Hockey Classic, Savannah Women's Half Marathon & 5K, and Savannah Bridge Run.
- Developed, wrote, and scheduled content for all of the above listed social media channels, including Facebook, Instagram, Twitter, and LinkedIn **totaling over 36,000 followers** across all channels.
- Managed e-newsletter programs for Savannah Women's Half Marathon & 5K, Savannah Bridge Run and Savannah Sports Council.
 - Event email campaigns saw an average open rate of **46.7%** with conversion revenue totaling more than **\$40,000 in registration fees and product sales for 2022**. 32K total subscribers.
- Developed Savannah Sports Council newsletter campaign that resulted in an average click rate of **21% for 2022**.
- Managed 4 websites related to Savannah Sports Council and its owned events.
- Contributed to editorial content for brand websites and press releases.
- Developed SSC social media influencer program to amplify content reach.
- Recruit and manage a dedicated Charity Ambassador Team for multiple running events. Devised an effective communication strategy to empower ambassadors in promoting the events and driving funds for the official race charity.
 - Resulted in raising over **\$15,000 for Girls on the Run Coastal Georgia & Lowcountry** and the Nancy N & J.C Lewis Cancer Research Pavilion in 2022 and 2023.
- Crafted a comprehensive marketing and promotions plan that effectively highlighted volunteer opportunities, fostering greater community engagement and support.
- Led the successful execution of the highly acclaimed 2023 Georgia Power Sports Awards Luncheon.
 - Pioneered innovative strategies to boost table sales and initiated a new scholarship fund, leaving a lasting impact on the event's success.
- Developed an efficient production schedule for the 2023 Savannah Hockey Classic, ensuring seamless execution and successful delivery of the tournament. Introduced engaging fan activations, adding a new layer of excitement and participation throughout the event.
- Played a crucial role in negotiating and securing valuable sponsorship opportunities for the Savannah Sports Council and its flagship events, thereby enhancing the financial prospects and overall sustainability of the organization.
- Assisted in the management of sponsor deliverables, ensuring all commitments were met for the Savannah Sports Council's owned and operated events, fostering strong and enduring partnerships. Demonstrated proficiency in graphic design, creating captivating visual content including social media graphics, event flyers, and various print materials, adding a professional and engaging touch to the marketing collateral.
- Collaborated closely with the Director of Content Marketing and the Director of Sports Council to strategically align the content calendar across multiple platforms, ensuring a cohesive brand message in line with Visit Savannah's mission.
- Integrated sales efforts effectively to maximize the overall impact of the Sports department's initiatives.

Lead Marketing Intern

Florida State Athletics, Seminole Sports Marketing | Aug - Dec, 2021

- Devised and executed marketing strategies for various FSU Athletic events, liaising with internal teams and external stakeholders.
- Conducted targeted outreach to community groups, businesses, vendors, and sponsors, fostering valuable partnerships and driving sales opportunities.
- Managed comprehensive marketing and promotion for the **2021 NCAA DI Cross Country Championship**, overseeing diverse onsite operations for a successful event.
- Coordinated event advertising through various channels, including digital billboards, radio ads, and grassroots initiatives, enhancing event visibility across Tallahassee.
- Contributed to the creation of diverse design elements, including print materials, social media graphics, and radio advertising scripts, ensuring consistent branding across all materials.
- Orchestrated in-game promotions, sponsor activations, and giveaway distributions while handling miscellaneous administrative tasks.

Digital Content & Sports Information Student Director

Berry College Athletics | Aug 2016 - March 2020

- Managed a team of 20 students overseeing game operations for 24 sports.
- Authored game press releases for BerryVikings.com in AP style, highlighting key sports statistics.
- Served as an announcer for various men's and women's games, including high-stakes conference and regional championship tournaments, managing audio operations.
- Captured images using Nikon DSLR for BerryVikings.com and social media, contributing to the significant online presence of Berry Athletics in the Southern Athletic Association conference and NCAA DIII.

ACTIVITIES & AWARDS

Destination's International

- Marketing & Communications Committee | 2025

Florida State Track & Field Athlete

- Top 10 all-time in the weight throw
- 2021 Indoor Track & Field ACC Champion

Berry College Track & Field Athlete | Captain 2017 - 2020

- Nationally ranked
- School Record holder in the Indoor shot put and weight throws.
- School Record holder in the outdoor shot put, hammer and discuss throws.

Berry College Black Student Association President | August 2017-2020

- Led initiatives to foster inclusion, engagement, and community growth by implementing school-wide programming and cultural events.
 - Implemented monthly "Block Parties" that showcased Black culture and history through diverse mediums, including food, music, and art, fostering a sense of community and cultural appreciation on campus.
 - Facilitated an intergenerational panel discussion featuring the college's first Black graduates and current students to reflect on the institution's history, explore progress made, and identify opportunities for a more inclusive future.

Awards:

- NCAA DIII CoSIDA Student Program Selectee
- USTFCCA Indoor All-American
- SAA Women's Field Athlete of the Year
- Berry College Athletics Inspiration Award