

content marketing
PORTFOLIO

By Genesis Leggett

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As a rapidly changing and growing industry, I work hard to stay up to date on new platforms, hot trends, and platform updates that make it easier to track engagement, reach, ROI and KPI metrics.

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content TYPES

Content diversity helps establish focus and interest across channels and audiences.

01

Email Newsletters

Email newsletters offer a more focused and engaging way of getting your content to interested customers.

02

Editorials

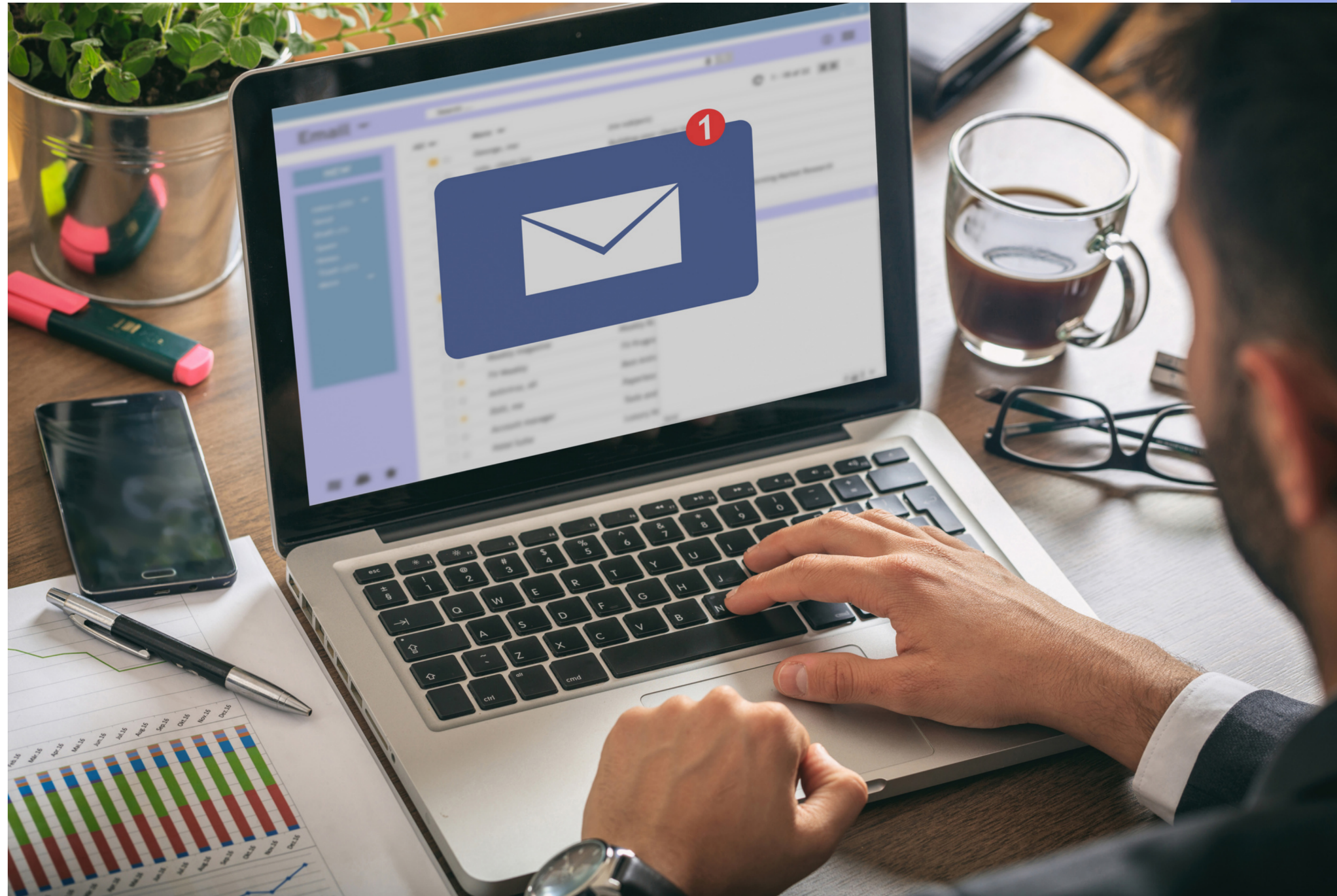
Its goal is to provide value to the reader by offering insight into a certain topic or a certain field.

03

Public Relations

Increase brand awareness by sharing news, updates, or achievements.

By the numbers:



46.7%

Average Open Rate

\$40K+

Direct Email Revenue for 2 events
in 2023

36K+

Subscribers

EMAIL MARKETING

I currently manage email newsletters for the Savannah Women’s Half & 5K, Savannah Bridge Run and the Savannah Sports Council’s #SavSports newsletter.

E-mail campaigns are unprecedented vehicles for building relationships with target audiences and with current and past participants. They also offer the best ROI and can easily be modified mid-campaign to create more relevant interactions and better results.

2023 Enmarket Savannah Bridge Run ⓘ		08/02/2023 - 11/07/2023 ⓘ			
\$ \$19,851.89 Revenue		✉ 34.1% Open Rate		🖱 1.5% Clicked Rate	
✉	Enmarket Savannah Bridge Run - Shirt Reveal, Turkey Troi	\$1,429.71	51.4%	4.2%	0.1%
	Target: Enmarket Savannah Bridge Run	Revenue	Open	Clicked	Conversion
	11/01/2023 at 9:25 AM				
✉	Enmarket Savannah Bridge Run - Price Increase Final Ren	\$3,536.67	41.0%	1.6%	0.3%
	Target: Enmarket Savannah Bridge Run	Revenue	Open	Clicked	Conversion
	10/25/2023 at 8:30 AM				
✉	Enmarket Savannah Bridge Run - Price Increase, Race Tip	\$4,097.25	47.5%	2.1%	0.3%
	Target: Enmarket Savannah Bridge Run	Revenue	Open	Clicked	Conversion
	10/18/2023 at 8:30 AM				
✉	Enmarket Savannah Bridge Run - 2 months out	\$1,718.70	44.9%	1.8%	0.2%
	Target: Enmarket Savannah Bridge Run				

Snapshot of email analytics leading up to the 2023 Savannah Bridge Run.

SAMPLES



Introducing the 2023 Participant Shirts

We are thrilled to reveal the official 2023 Enmarket Savannah Bridge Run participant shirts! This year, we've gone the extra mile to ensure that your shirt is more than just another race shirt, but a true badge of your accomplishment and determination. Each participant will receive a shirt that matches the race they registered to conquer. Whether you're conquering the 5K, 10K, or braving the Double Pump these shirts were designed with YOUR race in mind.

Which shirt will you be sporting on Saturday, December 2?

Embrace The Challenge. Conquer The Bridge

Publix.SAVANNAH
women's half & 5k

BROOKS Race Day 4.6.2024 **FLEET FEET**
SAVANNAH • POOLER

EVERY STRUGGLE. EVERY CHALLENGE. ALL WORTH IT.

Your Journey Starts Here

Celebrate your unbreakable spirit at the Publix Savannah Women's Half Marathon & 5K.

Picture this: The sun is rising over historic cobblestone streets, and the air is filled with the delicate fragrance of blooming flowers. The cool spring breeze brushes against your face as your heartbeat's rhythm syncs with the city's beat. As you push through each mile, you remember the countless hours of training, the early mornings, the late nights, and the moments you thought about giving up. Crossing the finish line isn't just about the distance covered; it's about the journey, the dedication, and the unbreakable spirit that drives you forward. This is your journey to your moment, and trust us; it will all be worth it.

Register for the 2024 Publix Savannah Women's Half Marathon & 5K and start your journey today!

Run for the Challenge. Run for the Beauty. Run for YOU.

SAMPLES

In an effort to increase brand awareness for the Savannah Sports Council, I developed the #SavSports newsletter to share council news and upcoming events. The newsletter recieved an average click rate of 21% in 2023 and has reached 15,000 subscribers.



30 Years of Savannah Sports!

This year marks 30 years of the Savannah Sports Council. Our mission has always been to promote the city of Savannah and Chatham County as the destination for local, regional, national, and international sporting events. Successful events like the 1996 Summer Olympic Sailing competition introduced Savannah to thousands of visitors and participants. Our owned events like the Enmarket Savannah Bridge Run, Publix Savannah Women's Half Marathon & 5K and the Savannah Hockey Classic have proven to be exceptional in the destination sports industry. The Savannah Sports Council continues to strive to bring sporting events that have a strong positive impact on our local community. Savannah as a whole has seen undeniable growth within the sports industry due to our local professional teams and booming youth sports leagues.

[Dive Into All of Savannah's Sports](#)

SAMPLES - CONT'D

By using eye catching copy and appealing visuals, the #SavSports newsletter has developed into a truststed source for sports information in Savannah and Chatham County.



As Good As Gold

Show off your miles with this year's finisher medals!

The 2023 Publix Savannah Women's Half Marathon & 5K finisher medals have arrived! Each medal displays one of Savannah's oldest living landmarks, the beloved Candler Oak Tree, surrounded by blooms of azaleas.

[Secure Your Bling](#)



Cute & Cozy

Six more weeks of winter? We've got you covered.

Commemorate the 2023 Enmarket Savannah Hockey Classic and it's inaugural year at the Enmarket Arena with exclusive merchandise!

[Secure Your Gear](#)



Pink Up The Pace

Help make memories that will last a lifetime.

Give your half marathon or 5K experience even more meaning by donating to and/or training with our official charity, Girls on the Run Coastal Georgia and Lowcountry.

[Make A Difference](#)



SAVANNAH
SPORTS COUNCIL
EST. 1993

CONNECT WITH THE SAVANNAH SPORTS COUNCIL:

EDITORIAL

Since joining the Savannah Sports Council, I have prioritized storytelling in content marketing, utilizing SEO best practices, leading to increased website traffic through an integrated marketing structure.

Editorials samples
available by request.

5 REASONS TO BOOK YOUR SPORTS EVENT IN SAVANNAH

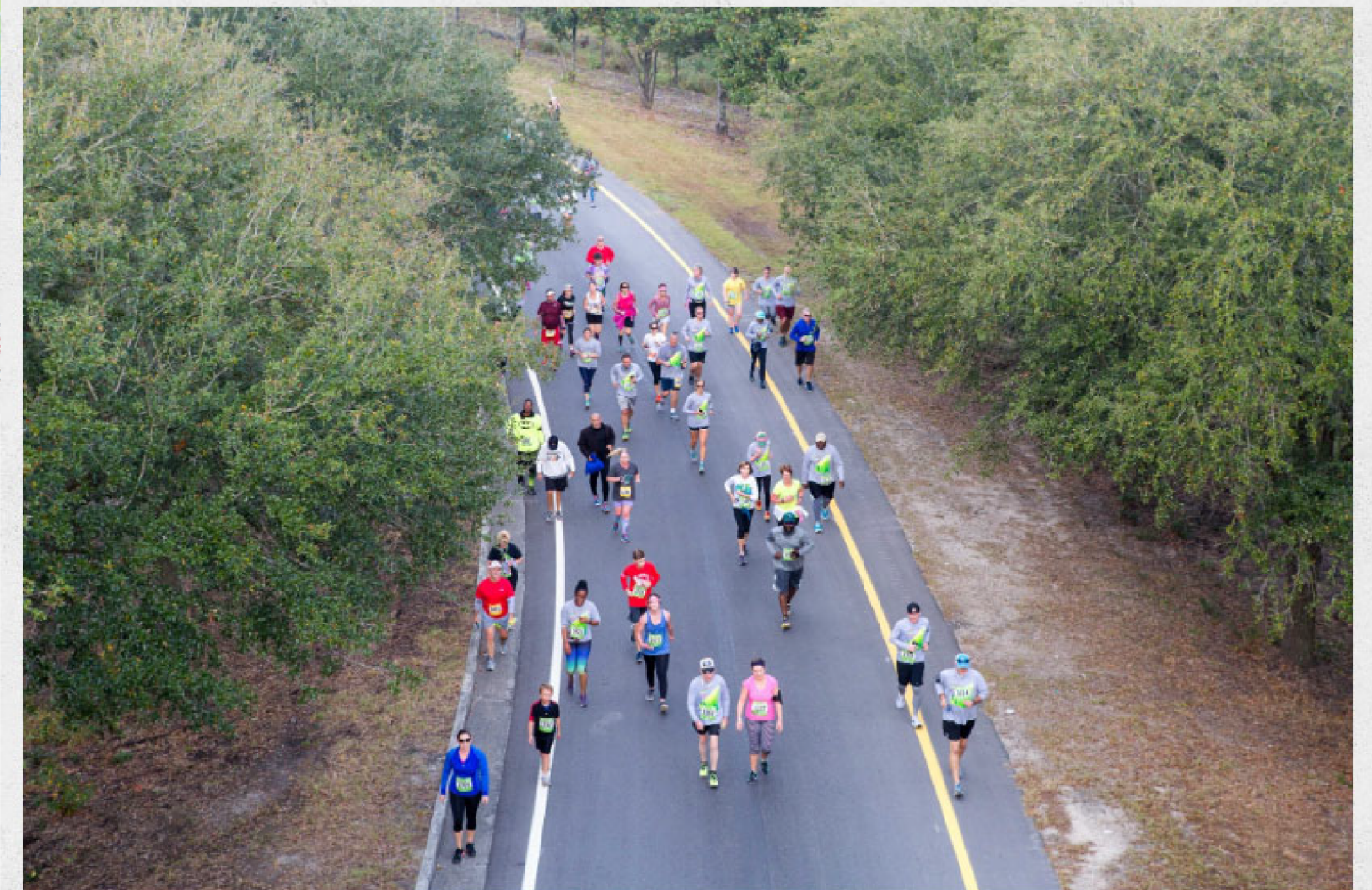
BY: GENESIS LEGGETT



Savannah has a rich history of sports dating back to when the city was founded. It has been headlined by the **Publix Savannah Women's Half Marathon**, the **Enmarket Savannah Bridge Run**. The Savannah Sports Council organizes and supports more than 35 different sporting events annually.

A RUNNER'S GUIDE TO EXPLORING SAVANNAH

BY: GENESIS LEGGETT



As the vibrant city of Savannah, Georgia, prepares to host two of its most iconic running events, the **Enmarket Savannah Bridge Run** and the **Publix Savannah Women's Half Marathon & 5K**, runners from near and far have begun training for their big day. With its cobblestone streets, moss-draped oak trees, and antebellum architecture, Savannah is a city steeped in history and beauty. But beyond its postcard-perfect appearance, it offers a unique and inviting landscape for those who wish to kickstart their running journey. Read on for helpful tips on starting your running journey in Savannah.

WRITING

The Savannah Sports Council was honored as a 2023 Champion of Economic Impact in Sports Tourism by Sports Destination Management.

This is the official press release I produced to announce this achievement.

Publix Savannah Women's Half Marathon & 5K/ Savannah Sports Council honored as a 2023 Champion of Economic Impact in Sports Tourism in *Sports Destination Management*

Sports Destination Management, the leading publication with the largest circulation of sports event planners and tournament directors in the sports tourism market, has announced the 2023 Champions of Economic Impact in Sports Tourism. Among the Sports Tourism Hero winners was the 2023 Publix Savannah Women's Half Marathon & 5K, produced by the Savannah Sports Council.

The Publix Savannah Women's Half Marathon & 5K took place earlier this year on Saturday, April 1. The event drew over 4,000 athletes and spectators, 70% of whom traveled from outside the local area. Local businesses benefited greatly from the influx of visitors, resulting in a \$1.87 million boost to our tourism economy.

"Being recognized for innovation means a lot to our organization," said Joe Marinelli, President of Visit Savannah. "Our team created this women's only run event from scratch and has worked hard each year to fine-tune it and make the participant experience the best that it can be. This award recognizes the importance of our efforts and the event's economic impact to our community."

The 2023 event saw a 14% increase in runner participation from the previous year, bringing in over 3,100 hotel room nights. Additionally, the official race charity team raised over \$7,000 for Girls on The Run Coastal Georgia & Lowcountry, a youth development program designed to enhance girls' social, emotional, and physical skills while supporting the next generation of women runners. As women's running takes a more prominent stance in the endurance race industry, the Savannah Sports Council is dedicated to continuing its work to provide that boutique experience for participants and spectators.

"The women's running community, locally, regionally and to some degree, nationally, has made a growing commitment to this event and we look forward to welcoming them back," said Kristyn Smith, Director of the Savannah Sports Council.

The 2024 Publix Savannah Women's Half Marathon & 5K will take place on Saturday, April 6.

All winners of awards have been recognized in a special feature published in the November/December 2023 issue of *Sports Destination Management*.

[Read Now: Article on Champions of Economic Impact](#)

About *Sports Destination Management*: *Sports Destination Management* is written for the largest audience of sports event managers and tournament directors in the sports tourism market and maintains a focus on the important issues surrounding event location decisions and event management. www.sportsdestinations.com

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