

Mary Frances Ierlan

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Experience

MARKETING ANALYTICS SPECIALIST | ZOOMPH | OCTOBER 2020 - PRESENT

- Analyze key performance indicators for Zoomph's websites and campaigns
- Create reports, analyze data, and produce graphics, case studies, and shareable reports to target markets
- Spearhead PR efforts through strategic partner announces in major publications like Sports Business Journal, FOS, The Esports Observer, Esports Insider, and more

ARENA MARKETING COORDINATOR | MILWAUKEE BUCKS | MAY 2019 - JULY 2020

- Created, packaged, and published daily digital content for Fiserv Forum official social media channels as well as Deer District, The MECCA Sports Bar and Grill and Beer Garden accounts, highlighted by a 40% follower increase
- Acted as marketing liaison with event promoters, agencies, and other user groups (such as Marquette Athletics) for both Arena and Plaza, marked by Fiserv Forum achieving rank as one of the top-grossing concert venues in the world (POLLSTAR)
- Worked with in-house creative services, digital, community, and direct marketing teams to leverage team assets to drive ticket sales and create incremental revenue

DIGITAL CONTENT INTERN | MILWAUKEE BUCKS | OCTOBER 2018 - MAY 2019

- Tracked and analyzed Bucks' social media activity and engagement marked by a 10% following increase over a 4-month period
- Assisted with the planning, developing, and publishing of content across the team's Twitter, TikTok, Instagram, Facebook, Snapchat, YouTube and bucks.com platforms
- Captured and shared unique photos and videos during live events and games and monitored fan comments, messages, and questions

MARKETING INTERN | LEGENDS | JUNE 2018 - AUGUST 2018

- Created social media calendar, inclusive of content and captions for Legends' corporate social media platforms, highlighted by a 14% Instagram follower increase over the course of 10 weeks
- Aggregated news related to Legends and their partners, compiled a weekly newsletter sent to the executive team through Cision platform
- Researched information for new business proposals and presentations, while also editing and providing relevant content
- Worked with clients such as; Live Nation, One World Observatory, Los Angeles Sports & Entertainment District

MEDIA RELATIONS ASSISTANT | MARQUETTE UNIVERSITY ATHLETICS | SEPTEMBER 2016 - MAY 2019

- Assisted SIDs, attended games, gathered content, and generated social media posts with corresponding graphics
- Wrote and edited various team-related documents including game notes, press releases, and stories for gomarquette.com

Education

BACHELOR OF ARTS | MAY 2019 | MARQUETTE UNIVERSITY

- Major: Public Relations
- Minor: Marketing & Corporate Communications
- VP Marquette University PRSSA | Marquette Women in Business Club Founding Member | Legends Global Sales Trainee | National Council of College Leaders - Crohn's and Colitis Foundation