

Timothy Farrell

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PROFILE

As a seasoned marketing and fan experience professional, I bring a wealth of expertise in crafting and executing comprehensive marketing strategies for client acquisition, brand development, and event promotion. With a proven track record in team leadership, I have successfully overseen staff, implemented efficient operational protocols, and delivered stellar results.

EMPLOYMENT HISTORY

Nov 2024 - Present	Director of Marketing, Houston Roughnecks (UFL) Houston, TX - Lead brand strategy and execution, driving local market and league-wide awareness. - Develop and manage multi-channel marketing campaigns to support ticket sales, fan growth, and brand engagement. - Direct grassroots and community engagement efforts to grow local fanbase and enhance market presence. - Collaborate with digital and social teams to align content strategy with marketing initiatives.
Mar 2020 - Nov 2024	Vice President of Marketing, Bridgeport Islanders Bridgeport, CT - Executed marketing strategies and established brand standards for the organization, directing advertising/promotional initiatives, encompassing media placements and scheduling. - Provided expertise as a gameday experience and presentation consultant for PWHL New York. - Oversaw the successful organizational re-branding of the Bridgeport Islanders in May 2021, guiding the process from logo design to communication strategy. - Championed the organizational re-branding of Total Mortgage Arena in March 2022, leading initiatives such as logo design, signage replacement, and communication strategy. - Steered the marketing efforts for New York Islanders retail operations, playing a pivotal role in the launch of the team's e-commerce store, Isles Lab.
May 2019 - Mar 2020	Director of Marketing, OVG Facilities Bridgeport, CT - Directed marketing initiatives for all events and programs hosted at the venue, ensuring comprehensive oversight of promotional activities. - Managed negotiations, placement, and scheduling of all marketing media buys. - Orchestrated highly successful marketing and advertising strategies for top-selling events including Thomas Rhett, Adam Sandler, and Bad Bunny.
Sep 2017 - May 2019	Marketing Manager, PGA TOUR (TPC River Highlands) Cromwell, CT Led the planning and execution of all club & league digital marketing campaigns, coordinating efforts to enhance communication and engagement.
Jun 2013 - Aug 2015	Marketing Coordinator, Kansas City Chiefs Kansas City, MO Managed logistical operations for the camp, orchestrating in-person marketing efforts to maximize the team's visibility and engagement.

EDUCATION

Sep 2008 - Jul 2012	B.S. Sport Management, Post University Waterbury, CT
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