



Kelsey Mihachik

Partnerships specialist with 7+ years of sports marketing experience: leading brand campaigns and creative strategy in the social & digital space.

EDUCATION

BOSTON UNIVERSITY

2017 – 2019

MFA IN COMMUNICATIONS,
SCREENWRITING FOCUS

UNIVERSITY OF NEW ENGLAND

2012 – 2016

BS IN APPLIED MATHEMATICS

SKILLS

- Effective Storytelling
- Social-Led Campaign Rollouts
- Strategic Brief Execution
- Influencer Marketing
- Athlete & Brand Partnerships
- "Always On" Mentality
- Brand Voice Recognition
- Presentation Building
- Adobe Suite (Photoshop, Premiere)
- DSLR camerawork
- Project Management

PORTFOLIO & CONTACT

 [KelseyMihachik.com](https://www.kelseymihachik.com)

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EXPERIENCE



MINNESOTA WILD

• **SENIOR MANAGER, PARTNERSHIP SOLUTIONS** • SAINT PAUL, MN • SEP 2024 – PRESENT

Works with Sales and Success teams to help ideate & shape partner campaigns. Provides analytic insights and develops the go-to-market strategy for the Wild, with emphasis on storytelling that generates new business, upsells, and renewals.



SEATTLE SEAHAWKS

• **MARKETING MANAGER** • SEATTLE, WA • JUL 2023 – SEP 2024

Ran campaigns for our Corporate Partnerships, Community, and DEI stakeholders, in addition to leading NFL-led initiatives like Salute to Service, Inspire Change, Crucial Catch, and more. Creates promotional plans to execute, and project manages accordingly.



ANHEUSER-BUSCH

• **COPYWRITER, SOCIAL MEDIA** • NEW YORK, NY • APR 2022 – JUN 2023

Managed the social calendar for Bud Light (@BudLight) within draftLine: monitoring trends and conceiving/creating posts across all platforms. Pitched earned ideas and real-time activations to the brand team.

• **COMMUNITY MANAGER** • ST. LOUIS, MO • FEB 2021 – MARCH 2022

Managed 1:1 consumer engagement for Budweiser (@BudweiserUSA) and Rolling Rock (@RollingRockBeer) across all platforms. This included scheduling posts, sending replies, answering DMs, resharing content, and filing product quality issues. Also performed monthly reporting.

• **MARKETING & TOURS LEAD** • MERRIMACK, NH • MAY 2018 – JAN 2021

Worked within the Beer Category & Community team to execute brand programs. Acted as the go-to copywriter when editing event pages & media blasts for experiential. Hired & supervised staff, handled finances, and coordinated on-site events.