

TIMOTHY FARRELL

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PROFESSIONAL SUMMARY

Versatile and driven marketing professional with 10+ years of hands-on experience executing campaigns, managing CRM and fan-data programs, and driving measurable results. Managed advertising campaigns, media placements, community relations programming, creative service projects, and fan/customer engagement. Built and managed the full marketing lifecycle, from customer acquisition campaigns through retention and loyalty programs. Supported the achievements of multiple performance benchmarks, including a 30% year-over-year increase in sales and a 93% customer satisfaction rating. Skilled at using performance reporting and audience data to guide campaign decisions.

CORE SKILLS & TOOLS

Demand Generation & Lifecycle Marketing: Lead nurture programs, drip campaigns, MQL development, audience segmentation, conversion optimization

Paid Advertising & Media Buying: Meta Ads, Google AdWords, OTT placements, local TV & radio buys, video/audio streaming

Marketing Automation: HubSpot, Pardot/Salesforce Marketing Cloud, Mailchimp, Constant Contact

Analytics & Reporting: Google Analytics/GA4, Power BI, Looker Studio, performance dashboards, source tracking, lead attribution

CRM & Data: Salesforce CRM, HubSpot CRM, Ticketmaster, fan/customer database management, behavioral data targeting

Digital & Campaign: Landing page optimization, A/B testing, SEO support, email marketing, social & digital campaigns

Collaboration & Project Management: Cross-functional stakeholder management, monday.com, vendor coordination, budget management

PROFESSIONAL EXPERIENCE

Director of Marketing, Houston Roughnecks (UFL) *Houston, TX | Nov 2024 – Jul 2025*

- Developed and executed multi-channel demand generation campaigns across digital, social, broadcast, and grassroots channels to drive ticket sales and fan acquisition in a competitive sports market.
- Built and managed audience segments and automated email nurture workflows to engage prospects across the full conversion funnel from new-to-brand awareness through ticket purchase and retention.
- Monitored campaign and lead performance using Google Analytics and platform-level reporting, generating actionable recommendations to optimize messaging, timing, and channel spend in real time.
- Created landing pages, content calendars, and promotional materials supporting lead capture and community engagement programs.
- Partnered with league marketing and digital teams to align campaign messaging, creative assets, and reporting standards across shared platforms.

Vice President of Marketing, Bridgeport Islanders *Bridgeport, CT | Mar 2020 – Nov 2024*

- Built and executed lifecycle marketing programs, including automated email nurture sequences, audience segmentation, drip campaigns, support for season-ticket renewal, group-sales outreach, and new fan acquisition; contributed to a 30% year-over-year increase in ticket sales.
- Managed CRM and fan-database programs using Salesforce CRM and Ticketmaster/Archtics, building targeted audience segments and scoring models to improve lead quality and readiness for the sales team.
- Designed and optimized landing pages and digital conversion paths for ticket campaigns, improving application completion and lead capture performance.
- Built campaign performance dashboards and reporting frameworks to track lead attribution, source performance, and nurture effectiveness, delivering weekly and monthly insights to marketing leadership and business-line stakeholders.
- Led the full rebrand of the Bridgeport Sound Tigers to the Bridgeport Islanders (2021) and the Total Mortgage Arena rebrand (2022), coordinating creative development, brand guidelines, and omnichannel launch communications.
- Executed retail marketing campaigns for New York Islanders merchandise, supporting the launch of the Isles Lab e-commerce platform through Shopify and driving digital acquisition efforts.

- Provided demand generation and fan-engagement consulting for PWHL New York, contributing campaign strategy and audience targeting recommendations.

Director of Marketing, OVG Facilities *Bridgeport, CT | May 2019 – Mar 2020*

- Built marketing plans and promotional campaigns for arena events, concerts, and shows, coordinating timelines, creative assets, and channel mix.
- Executed media buys and promotional placements for high-profile touring acts (Thomas Rhett, Adam Sandler, Bad Bunny), tracking performance against ticket-sales targets.
- Coordinated with tour managers, media partners, and local vendors to maximize event exposure and sales.

Marketing Manager, PGA TOUR *Cromwell, CT | Sep 2017 – May 2019*

- Managed digital marketing campaigns and promotional programming for club events, tracking engagement and registration metrics.
- Supported tournament marketing and ticketing strategy for the Travelers Championship, coordinating with sales and operations teams on sales-pacing reporting.

Marketing Coordinator, Kansas City Chiefs *Kansas City, MO | Jun 2013 – Aug 2015*

- Supported training-camp marketing and gameday operations, executing on-site activations and fan-engagement programs.
- Led street-team marketing efforts and in-person promotional activations across the Kansas City region.

EDUCATION

B.S., Sport Management *Post University, Waterbury, CT | May 2014*

GPA: 3.93 — Summa Cum Laude

Certification, Inbound Marketing *HubSpot Academy | July 2026***Certification, Email Marketing** *HubSpot Academy | July 2026*