

# KRYSTLE GREEN

[Website](#)

301-275-5147

[krystleparram@gmail.com](mailto:krystleparram@gmail.com)

**Brand Marketing Leader** driving integrated campaigns, large-scale live experiences, and cultural moments across sports and entertainment. Proven record of leading cross-functional teams, managing multimillion-dollar initiatives, and translating brand strategy into revenue growth, strategic partnerships, and measurable business impact across global stakeholders.

## WORK EXPERIENCE

### **NJ/NY Gotham Football Club**

April 2024 - Present

#### **Senior Manager, Brand and Fan Experience**

- Lead end-to-end brand and experiential strategy, crafting seasonal narratives and cultural moments that integrate live experience and marketing messaging to elevate brand equity and drive revenue goals.
- Lead Gotham FC's full experiential portfolio in close partnership with sponsors, league stakeholders, and municipal leaders, aligning live activations with commercial objectives, brand strategy, and measurable business outcomes.
- Manage an \$800K annual experiential and hospitality portfolio, aligning spend to commercial partnerships, sponsor deliverables, audience growth KPIs, and measurable ROI. Direct retail and merchandising strategy, including kit launches, product development, and stadium retail execution, contributing to \$1.1M in merchandise revenue in 2025 and positioning retail as an experiential brand extension.
- Partner with executive leadership, sponsorship sales, and external brand partners to develop co-marketing activations that drive revenue growth and long-term partnership value. Leverage game day performance data, valuation insights, and NPS metrics to optimize the fan journey and experiential touchpoints, increasing match day NPS from 85% to 92% YoY.
- Lead and mentor a team of 4, driving cross-functional alignment with Ticketing, Partnerships, Creative, Finance, and Operations to plan and execute pre- and post-game activations, integrated marketing campaigns, and premium fan programs at scale.

### **OGX (formerly known as Superfly X)**

#### **Brand Marketing Manager**

August 2020 - October 2023

- Owned and led integrated marketing strategy for international touring properties, collaborating with production, talent, and brand partners to drive revenue growth, cross-market consistency, and executive-level performance reporting.
- Directed a cross-functional marketing team and agency partners to launch scalable full-funnel campaigns supporting tour launches, city-specific promotions, and key audience segments.
- Translated audience insights, social listening, market research, and KPI performance analysis to refine targeting, optimize media spend, and deliver data-backed campaign recaps to executive leadership.
- Directed influencer and creator partnerships end-to-end, from talent sourcing and contract negotiation to on-site experiential integration and post-event content amplification.
- Built and executed multi-channel content plans, crafting paid and organic strategies that extended live experiences into sustained digital engagement and cultural relevance.

### **Empire State Building**

#### **Public Relations Associate/Social Media Manager**

December 2015 – August 2020

- Led integrated PR, digital, social, and influencer campaigns for a global landmark destination, directing external PR and media agencies to align earned, paid, and owned strategies that increased ticket revenue, brand visibility, and audience growth.
- Produced nationally recognized experiential campaigns, including Mariah Carey's 25th Anniversary activation and annual Valentine's Day Weddings, integrating PR, influencer, and digital strategy to drive revenue and earned media impact.

### **City of Philadelphia: Department of Parks and Recreation and Dell Music Center**

#### **Public Relations and Marketing Coordinator**

December 2013 – December 2015

- Planned and assisted execution of department marketing events, secured media placements, and drafted department leadership talking points.
- Drafted and managed bi-weekly social media and email calendars, resulting in significant growth in social media following and email database.

## EDUCATION

### **Bachelor of Arts: Strategic Communications**

Temple University, Philadelphia

May 2013

### **Digital Marketing Certificate**

Columbia Business School, New York

February 2024

### **MBA, Marketing Concentration**

Syracuse University, New York

Anticipated December 2026

## EXPERTISE

Experiential & Cultural Marketing | Brand Architecture & Storytelling

Live Event & Production Leadership | Integrated Media Strategy

Retail & Consumer Revenue Strategy | Executive Stakeholder Management

## TOOLS

Salesforce | Tableau | Google Analytics | HubSpot | Airtable | Meta & Google Ads | Adobe Creative Suite