

KRYSTLE GREEN

[Website](#)

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Brand and Experiential Marketing leader with 10+ years driving fan engagement, ticket demand, revenue growth, and large-scale live events across sports, entertainment, and cultural experiences. Proven track record developing go-to-market strategies, and cross-functional campaigns that translate fan insights into measurable business outcomes. Experienced managing multimillion-dollar event portfolios and building marquee experiences that drive attendance, sponsorship value, retail revenue, and long-term brand equity.

WORK EXPERIENCE

NJ/NY Gotham Football Club Director, Brand and Fan Experience

April 2024 - Present

- Lead go-to-market strategy, audience development, and fan engagement initiatives for our marquee events and season-long marketing calendar, translating fan insights into campaigns that drive attendance, revenue, and brand growth.
- 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 a \$1.1M experiential and hospitality portfolio, aligning investments against commercial objectives, sponsorship deliverables, attendance growth, fan engagement KPIs, and revenue goals while contributing to \$1.1M in merchandise revenue in 2025.
- Leverage fan insights, ticketing trends, and performance data to drive event strategy, contributing to season ticket renewal growth from 60% to 89%, a 92% matchday NPS, and marquee events including the Queens Classic at Citi Field targeting 40,000 attendees. Lead planning and marketing strategy for the Queens Classic at Citi Field, targeting the largest attendance in club history and one of the largest women's sporting events ever held in New York City.
- Lead and mentor a team of 5, 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

- Led integrated go-to-market strategies for nationally touring experiential properties, partnering with production, partnerships, talent, and operations teams to drive ticket sales, attendance, and revenue growth across multiple markets.
- Directed cross-functional teams and agency partners to launch full-funnel marketing campaigns supporting event launches, audience acquisition, and market expansion initiatives.
- 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, social, influencer, and experiential campaigns for a global entertainment destination, driving visitation, revenue growth, earned media impact, and audience engagement.
- Produced high-profile cultural moments and experiential activations including Mariah Carey's 25th Anniversary celebration and annual Valentine's Day Weddings, generating national media coverage and increased visitation.

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

MBA, Marketing Concentration

Syracuse University, New York

Anticipated December 2026

Digital Marketing Certificate

Columbia Business School, New York

February 2024

Bachelor of Arts: Strategic Communications

Temple University, Philadelphia

May 2013

CORE COMPETENCIES

Experiential Marketing Strategy | Event Go-to-Market Planning | Fan Engagement & Audience Growth

Consumer Insights & Analytics | Customer Journey Development | Ticketing & Attendance Strategy

Cross-Functional Leadership | Sponsorship & Partnership Activation | Integrated Marketing Campaigns

Live Event Production | Premium Hospitality | Revenue & Commercial Strategy

Brand Marketing | Retail & Merchandise Strategy | Executive Stakeholder Management

TOOLS

Salesforce CRM | Tableau | Google Analytics | HubSpot | Airtable

Meta Ads Manager | Google Ads | Adobe Creative Suite | Microsoft Office Suite

CAREER HIGHLIGHTS

- Manage a \$1.1M experiential and hospitality portfolio for Gotham FC
- Increased season ticket member renewal rate from 60% to 89%
- Improved matchday NPS from 85% to 92% year-over-year
- Generated \$1.1M in merchandise revenue in 2025
- Lead strategy for the Queens Classic at Citi Field targeting 40,000 attendees
- Directed integrated marketing campaigns across sports, entertainment, tourism, and live experiences for brands including Gotham FC, Empire State Building, FRIENDS™ Experience, Harry Potter™ Experience, and The Office Experience