

KRYSTLE GREEN

[Website](#)

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Brand & Experiential Marketing Leader driving large-scale live experiences, cultural moments, and integrated campaigns across sports and entertainment. Proven record of leading cross-functional teams, managing multimillion-dollar initiatives, and translating brand strategy into revenue growth, audience expansion, and measurable engagement.

WORK EXPERIENCE

NJ/NY Gotham Football Club Senior Manager, Fan Experience

April 2024 - Present

- 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, including 15 annual Fan Fests (8,000+ attendees each), all watch parties, away supporter meet-ups, season ticket member events, and the 2025 Championship Celebration at City Hall, transforming competitive milestones into high-impact brand, sponsor, and community moments.
- Manage a \$800K annual experiential and hospitality budget, aligning investments across live production, premium hospitality, in-stadium activations, and game day operations to maximize ROI, audience growth/impact, and sponsor impact.
- 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.
- Develop and execute the VIP experience strategy, overseeing logistics and hospitality for celebrity owners, athletes, creators, and high-value audience segments (e.g., Sue Bird, Billie Jean King, Rose Lavelle) to deepen affinity and drive organic brand reach.
- 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 brand marketing strategies for high-profile international touring experiences, driving live production, digital, PR, and content to drive revenue growth and audience expansion.
- 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