

# Katherine Marina Hatch

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MBA / MS | Sport & Entertainment Business Professional | Marketing & Communications | Start-Up Specialist | Educator

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## PROFESSIONAL EXPERIENCE:

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### **The Madison Square Garden Company, April 2014-present**

#### **Director, Marketing and Public Relations, Westchester Knicks**

- Created a comprehensive marketing, media, and digital plan for the team's inception.
- Established and continue to foster relationships with media and marketing partners.
- Assisted in creation and continue to manage budgets for marketing, public relations, and game entertainment.
- Plan and execute theme nights and promotions, managing cost-efficiency of related expenses and collaborating cross-functionally with both internal and external groups.
- Direct all team-branded creative projects, overseeing creative direction for all content including collateral, promotional materials, and digital assets.
- Support ticket sales team with marketing initiatives including presales, codes, and packages.
- Key strategic liaison with paid media placement decision-making and execution.
- Developed and continue to manage team's social media accounts through digital campaign strategy, strong brand presence, and ongoing communication across all platforms.
- Manage e-marketing strategy and implementation to grow database while promoting ticket sales and increasing engagement.
- Administer team's website, including web design, content creation/publication, and maintenance of themes/navigation.
- Independently handle team's communications operations including media relations, writing all press materials (game notes, press releases, advisories, media guide), and hiring and managing game night media relations staff.
- Actively generate publicity and media placement opportunities for the team and key basketball operations staff members.
- Oversee all aspects of the Westchester Knicks Dancers including branding, sourcing/managing talent, and controlling bookings.
- Manage over 20 part-time staff members seasonally along with one full-time student associate.
- Instrumental in development of merchandise logistics in team's inaugural season.



### **FOX Sports Florida/Sun Sports, September 2013-April 2014**

#### **Graduate Student Resident, Marketing & Production**

- Managed and created content for "Lightning Live Rewards" social media reward program.
- Conducted research pertaining to social media as integrated with live broadcasts.
- Assisted with production logistics: scheduling interviews, securing permits, arranging shoot locations.
- Liaison for event details pertaining to FOX Sports Florida Lecture Series and Creative University.



### **University of South Florida Sport & Entertainment Management Program, January 2013-August 2013**

#### **Graduate Student Assistant to Dr. Bill Sutton**

- Assisted the program director with scheduling, book editing, and graphic design while serving as key communication liaison between program director and students.
- Conducted sport-related and academic research.
- Coordinated future student application and interview process.



### **Tampa Bay Championship/Copperhead Charities, Inc., January 2013-April 2013**

#### **Graduate Student Assistant, Merchandise**

- Supervised all merchandise orders for the 2013 Tampa Bay Championship PGA Tour.
- Scheduled and coordinated volunteers before, during, and after the tournament.
- Served as store manager during the tournament.



### **Centerplate, January 2012-May 2012**

#### **Human Resources Generalist**

- Actively recruited non-profit organizations to participate in a concessions fundraising program at Tropicana Field, home of the Tampa Bay Rays.
- Managed all logistics of staffing, scheduling, and payment for the non-profit organizations.
- Partnered with all levels of the organization to develop staffing strategies for filling open positions quickly and efficiently.
- Conducted new hire/group orientation and training.



### **Tampa Bay Rays, June 2011-December 2011**

#### **Ticket Sales Representative**

- Generated \$68,000 in new season ticket revenue through phone calls, appointments, and sales tables while averaging over 100 outbound calls daily.
- Maintained a database of contacts and sales progression through Archtics, creating detailed sales reports on a daily and weekly basis.



**New York Mets/St. Lucie Mets, October 2008-June 2011**

**Manager, Groups Sales & Community Relations**

- Established partnerships with the community by introducing and coordinating a “Slide into Reading” summer reading program, ‘Education Day’ field trips, and player/mascot appearances.
- Managed the Mets Foundation 501(c)(3) and coordinated over \$90,000 in monetary and in-kind charity donations.
- Created proposals and sold sponsorship packages to new prospective businesses, generating an average of \$30,000 in sponsorship revenue per year; executed all contractual agreements.
- Created inaugural summer internship program and supervised five interns daily.
- Introduced over a dozen original promotional nights which helped increase overall season attendance to 100,921 in 2010, an increase of over 5,000 fans from the previous record.
- Managed the team’s website including graphics and content, e-newsletters, and additional multimedia.
- Instituted and ran the team’s social media following on Facebook and Twitter.
- Organized and supervised all suite rentals, group picnics, VIP outings, and birthday parties.
- Produced several off-season events including charity, community, and partnership events.
- Handled all aspects of the kid’s club as well as creating and managing a club for seniors and a club for dog owners.
- Planned events with area Little Leagues including opening day ceremonies, little league nights at the ballpark, and end of the year parties.
- Served as Master of Ceremonies (MC) during all spring training and minor league games.



**Daytona Cubs Professional Baseball, April 2008-September 2008**

**Account Executive (Rotational Intern Program)**

- Instituted four new promotional nights that assisted in setting the franchise’s attendance numbers to a season record 164,007 over previous franchise record of 147,677 while generating additional sponsorship sales.
- Planned and executed the Daytona Cubs Third Annual Golf Tournament which nearly doubled revenue from previous year.
- Top salesperson in sales contest among 16 interns with 24.3% of total sales.

**TEACHING EXPERIENCE:**

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**Iona College, Summer 2017-present**

**Adjunct Instructor, Mass Communications Department**

- Teach 10-week ‘Sports Media & PR’ class in Sports Communication & Media Graduate Program.

**EDUCATION:**

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**Master of Business Administration (MBA)**  
**Master of Science (MS) in Sport & Entertainment Management**  
 University of South Florida; May 2014

**Bachelor of Arts**  
 University of South Florida; May 2007  
 Concentrations: Mass Communication & Psychology

**AWARDS:**

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**2017 Rising Stars 40 Under 40** / The Business Council of Westchester / Member of the Business Council of Westchester’s Rising Stars Class of 2017, recognizing Westchester’s Top 40 Young Professionals Under 40.

**2015 Westchester Wunderkinds** / **Westchester Magazine** / One of twenty-two chosen as Westchester County’s most impressive under-30 business professionals.

**TECHNICAL SKILLS:**

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**Programs:** Adobe Photoshop, WordPress, Final Cut, Archtics, Frontline Solutions Ticketing Program, Pro Venue Ticketing Program, Scarborough Research, Salesforce

**VOLUNTEER WORK:**

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Pinellas Hope, Habitat for Humanity, Rays ECOT (Employee Community Outreach Team), **\*Camp Amazin’**, **\*Helping People Succeed**, Operation Christmas Child, **\*Make A Wish Kick It for Wishes Kickball Tournament**, Hurst Elementary School Tutor, Shriner’s Children Hospital Volunteer, East Tennessee Children’s Hospital Phone-A-Thon Volunteer, Winter Special Olympics Team Leader  
 (\*Founded Program)