

# brandon kisker

broadcast • communications • design • marketing • video • web

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## Related Experience

**Stockton Heat Hockey Team (AHL), Stockton, CA**

*April 2015 - Present*

**Director of Communications & New Media**

- Oversaw the transition of hockey brands in Stockton within the communications and marketing departments, which included new media platforms, sales materials and overall brand awareness
- Head the Communications, Marketing & Community Relations Department including orchestrating the department's budget and attracting media trade deals through radio, print and TV relationships
- Maintain and manage the Heat website and app, ensuring it's user-friendly and engaging to fans and media
- Launched and head the company's Art Department, in charge of creating and designing promotional materials, advertisements, digital properties and more
- Chartered the Heat Media Guide and Record Book, containing Calgary Flames top affiliate records from 1980 to present day, along with the team's training camp and playoff materials, sponsorship decks and team's local area guide
- Furthered the content offered on StocktonHeat.com by writing articles and press releases, idealizing compelling video content and championing our public relations efforts
- Pioneered a weekly publication on CalgaryFlames.com featuring a written recap or feature story of Flames prospects
- Cultivate relationships with media outlets and personalities in and around Stockton and Calgary to increase the coverage and profile of the Stockton Heat and Calgary Sports and Entertainment brands
- Format and perform play-by-play broadcasts of Stockton Heat Hockey games
- Spearhead the efforts to ensure the integrity around the Heat's brand identity, safeguarding that brand guidelines are consistent across the business and through third party advertisers
- Assess potential marketing partners and find solutions that create synergy with the brands, achieve their business goals, and provide funds or budget relieving trade for the team
- Demonstrated ability to fix and assess IT issues related to Mac OS, iOS and Windows platforms, saving the team money through additional IT expenses

**Stockton Thunder Hockey Team (ECHL), Stockton, CA**

*Sept. 2013 - April 2015*

**Broadcaster & Manager of Marketing, Media Relations & Digital Assets**

- Devised the world's first Painted Classic, an event that invited fans to paint the ice followed by a game on that painted ice that has been recreated throughout both minor league and major league hockey as signature events
- Initiated and altered the marketing approach of the team's digital advertising to include more social advertising, growing our Facebook and Twitter followings that resulted in increased ticket sales
- Coordinated Thunder social media channels, further increasing the digital footprint for the club, growing our Facebook following from 18K to 30K likes in two seasons
- Generated game notes with up-to-date statistics and stories of the team's players
- Entertained listeners through play-by-play calls of Thunder games during the team's 10th anniversary
- Created the team's marketing materials, giveaways and more, including the Rough & Ready Islanders and Thunder 10th Anniversary Logos

## Skills

Adobe Creative Suite  
Broadcasting  
Content Creation  
Graphic Design  
Information Technology  
Marketing  
Media & Public Relations  
On-Camera Delivery  
Play-by-Play  
Public Speaking  
Social Media  
Video/Audio Production & Editing  
Web Management  
Writing

## Highlights

Department head with experience in creating & staying within a **budget**.

**Transitioned** with the team from the Double-A ECHL level to the Triple-A AHL

Rank in the **top half** of the AHL in broadcast revenue through AHL Live

**Creative** who designs, develops and **produces** all marketing materials

Executed successful social media campaigns **increasing ticket sales & brand awareness**

Reinvigorated corporate inventory which helped the department sell team **record levels** in sponsorship sales

**Negotiate** marketing partnerships with media and sponsors

Planned & executed the **first ever** hockey game on fan painted ice that has been replicated by teams at every level

## Education & Certification

**Bachelor of Fine Arts in Electronic Media**  
University of Cincinnati

**Certified Tourism Ambassador**  
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