PORTFOLIO

MEREDITH PAINTER

Marketing, Communications & Creative Executive

LINKEDIN | MEREDITHPAINTER.COM

meredith.painter@gmail.com · 216.496.3863



HELLO

I have 20 years of experience across sports, entertainment and B2B media.

I have led integrated campaigns for the NFL Draft, NBA All-Star, MLB All-Star and the NCAA Men's Final Four. I build marketing teams, lead creative and deliver results I can measure.

20
YEARS ON NATIONAL STAGES

50+
MAJOR SPORTING EVENTS

1,000+
EVENTS MANAGED OR SUPPORTED

TABLE OF CONTENTS

01 MARKETING AND INTEGRATED CAMPAIGNS 04

02 COMMUNICATIONS AND MEDIA RELATIONS 08

03 BRAND STRATEGY AND CREATIVE DIRECTION 12

04 COPYWRITING AND CONTENT 17

05 GRAPHIC DESIGN AND CREATIVE DIRECTION 20

06 EVENT MANAGEMENT 24

07 AWARDS 27

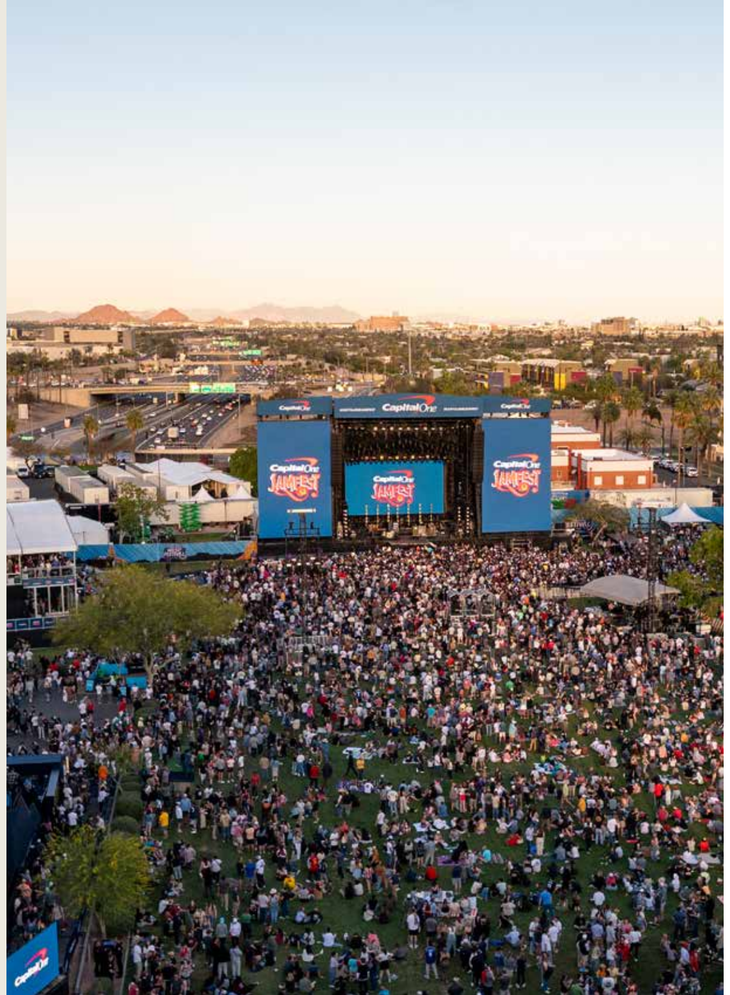
01

CHAPTER ONE

MARKETING AND INTEGRATED CAMPAIGNS

Ah, the power of marketing.

I have led full-time staff and contractors through more than 50 major national sports and integrated marketing campaigns.



2024 · PHOENIX

NCAA MEN'S FINAL FOUR

Phoenix, hosting for the second time.

I led a team of five through an integrated marketing and communications campaign with a $2M budget, split between $1M in paid media and $1M in decor and grassroots marketing. Cactus Basketball Hoops activations across the Valley earned national attention while showcasing a diverse artist, and a private airport hangar gave student-athletes an unforgettable welcome to Arizona.

$38.7M PUBLICITY VALUE	1.74B REACH
236K TOTAL ATTENDANCE, UP 18%	1.7B+ CAMPAIGN IMPRESSIONS
74.4K CHAMPIONSHIP GAME ATTENDANCE	6.4M+ GRASSROOTS IMPRESSIONS

CAMPAIGN RECAP · AZCENTRAL · USA TODAY







2021 · CLEVELAND

NFL DRAFT

The pick was in Cleveland.

Cleveland hosted the Draft during a global pandemic, one of the first major national events to welcome fans back. I led three host committee workstreams covering marketing, communications and city decor, with teams from the City of Cleveland, Cleveland Browns, Destination Cleveland, Downtown Cleveland Alliance and Greater Cleveland Sports Commission. I managed a $500K signage and OOH budget, served as an appointed spokesperson and came in under budget.

160K
FANS OVER THREE DAYS

40.1M
TV VIEWERS

$42M
IMPACT TO NORTHEAST OHIO

$118.6M
PUBLICITY VALUE

2.8B
REACH

838
ACCREDITED MEDIA

EVENT RECAP | NEW YORK POST | PRESS RELEASE







2022 · CLEVELAND

NBA ALL-STAR

A citywide stage, on the heels of the Draft.

I led two host committee workstreams for marketing, communications and city decor, oversaw a $500K OOH and signage budget and served as a main point of contact with the NBA. I also led artwork placement for the first-ever citywide shoppable NBA All-Star NFT art gallery.

121.6K
FANS IN ATTENDANCE

$248.9M
IMPACT TO NORTHEAST OHIO

$2B
PUBLICITY VALUE

11.1B
REACH

24
COUNTRIES REPRESENTED

NBA.COM | CLEVELAND.COM | EVENT RECAP







02

CHAPTER TWO

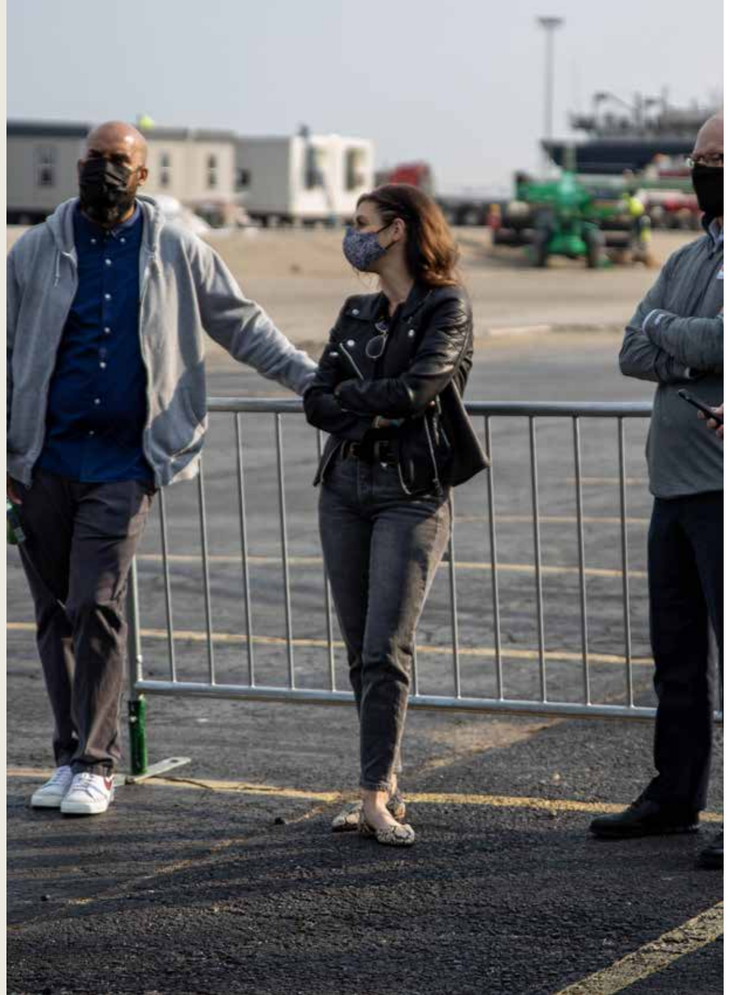
COMMUNICATIONS AND MEDIA RELATIONS

I love sharing a good story.

From 2017 to 2022 I led media relations for the Greater Cleveland Sports Commission. During six years with the Phoenix Suns and Phoenix Mercury, I shared countless stories of athlete impact in the community.

22.5B
AUDIENCE REACH

$2.6B
IN EARNED MEDIA



2016 · PHOENIX SUNS

DEVIN BOOKER AND JENNA WARREN

One very happy family.

Suns guard Devin Booker took super fan Jenna Warren and her family to the NBA Draft Lottery in New York City. They played basketball in Central Park, had lunch at her favorite Italian restaurant and shopped the NBA Store together. I led event coordination and logistics, built the itinerary and served as the on-site liaison.

$408K
PUBLICITY VALUE

3.95M
IMPRESSIONS

54
CLIPS

VIDEO · SPORTS ILLUSTRATED · BLEACHER REPORT · USA TODAY







GREATER CLEVELAND SPORTS COMMISSION

PRESS CONFERENCES

Big announcements, tightly run.

For the 2021 NFL Draft host site reveal on Public Square, the 2024 Women's Final Four logo unveiling and the U.S. debut of the Pan-American Masters Games, I wrote the run of show and Q&As, managed speakers and media and kept each event on budget.

$44.3M
PUBLICITY VALUE, NFL DRAFT REVEAL

1.27B
REACH, NFL DRAFT REVEAL

$6.2M
PUBLICITY VALUE, WOMEN'S FINAL FOUR LOGO

29.7M
SOCIAL IMPRESSIONS, MASTERS GAMES

CRAIN'S, NFL DRAFT

CRAIN'S, WOMEN'S FINAL FOUR

CLEVELAND.COM, MASTERS GAMES







ON AIR · FOX 8 WJW

SPOKESPERSON

I love connecting with people.

I served as an organizational spokesperson for on-air media, including three days of segments on Kickin' It with Kenny, the most watched morning show in Northeast Ohio, for both the 2021 NFL Draft and NBA All-Star 2022, plus a feature promoting the weeklong Tennis in the Land event.

3
EVENTS FEATURED ON FOX 8

2
THREE-DAY TV SERIES

NFL DRAFT SEGMENT

ALL-STAR SEGMENT

TENNIS IN THE LAND SEGMENT







03

CHAPTER THREE

BRAND STRATEGY AND CREATIVE DIRECTION

I love uncovering a good brand story.

From an NBA mascot to a full organizational refresh, I have served as creative director on brands that needed a new look, a clear voice and a consistent way to engage their audience.



ORGANIZATIONAL REBRAND · GREATER CLEVELAND SPORTS COMMISSION · 2021

ORGANIZATIONAL REBRAND

New look, same mission.

An outdated look, inconsistency and no established voice left audiences confused about the Sports Commission and its accomplishments. After market research, focus groups and a detailed creative process, the new brand launched during the nonprofit's annual fundraiser, televised on WKYC and Bally Sports Ohio.

+148%
NEW WEBSITE USERS

+193%
PAGE VIEWS

$5.9M
PUBLICITY VALUE

182.8M
REACH

20.8K
HOUSEHOLDS WATCHED THE LAUNCH

BRAND GUIDELINES | MISSION VIDEO | WATCH THE LAUNCH

BEFORE	AFTER
LOGO	
WEBSITE	
BRAND IN USE	

EVENT BRANDING · GREATER CLEVELAND SPORTS COMMISSION · 2023

23RD GREATER CLEVELAND SPORTS AWARDS

The Sports Commission's annual fundraiser, rebranded for a bigger audience.

In its second year at the FieldHouse, the show needed bolder graphics to reach young professionals without devaluing the event, while making clear it was a fundraiser for the Sports Commission. Cleveland Browns legend Joe Thomas led the live show for nearly 1,600 guests.

$600K+
NETTED, THE LARGEST TO DATE

1,600
GUESTS

100+
CREDENTIALED MEDIA

$424.4M
PUBLICITY VALUE

269M
REACH

WATCH THE SHOW







EVENT REBRAND · GREATER CLEVELAND SPORTS COMMISSION · 2017 TO 2018

NEOCYCLE

The nation's largest urban cycling festival, rebranded.

NEOCycle was created by the Greater Cleveland Sports Commission. The three-day festival at Edgewater Park needed a new brand to promote Cleveland's cycling-friendly side, active lifestyles and its parks. I brought in an agency to define the target audience, then led a new look and an edgier, more playful voice.

$320K
PUBLICITY VALUE, ABOUT 2,380% OVER 2016

12.97M
REACH, ABOUT 3,150% OVER 2016

632K
SOCIAL IMPRESSIONS

2018 EVENT RECAP

NEOCYCLE ON FACEBOOK







MASCOT REBRAND · PHOENIX SUNS · 2013

THE GORILLA REBRAND

A glow up for Go.

When the Phoenix Suns refreshed their logo and jerseys before the 2013 to 2014 season, their famous mascot needed to keep up. I led the rebrand and creative for The Gorilla, known as Go, including new orange and white jerseys, the first change to his look since the early 1990s, unveiled at a fashion show at Biltmore Fashion Square alongside the team's new uniforms.

2
NEW UNIFORM STYLES

1
OFFICIAL LOGO

2
NEWLY WRAPPED VEHICLES

SPORTS ILLUSTRATED







04

CHAPTER FOUR

COPYWRITING AND CONTENT

Every brand deserves a voice.

I have always had a knack for writing. I entered writing competitions in middle school and decided then that I would major in journalism.





WEBSITE COPY AND BRAND VOICE

2024 WOMEN'S FINAL FOUR

Fans needed a guide to Cleveland beyond basketball. I wrote the pages with SEO in mind, balanced the NCAA's partners with everything The Land offers and shaped the navigation with our web team.

READ THE PAGE COPY



WEBSITE COPY

NEOCYCLE

Brand copy for a brand new event website during a complete rebrand.

61.8K

UNIQUE VISITORS IN THREE MONTHS

NEOCYCLE ON FACEBOOK



COMMUNITY REPORTS

PHOENIX SUNS AND THE SPORTS COMMISSION

I wrote and compiled the first Phoenix Suns community reports, including the president's welcome letter, and added a by-the-numbers page to show impact at a glance.



BLOGS

KIYA TOMLIN

Conversational long-form posts for a fashion brand, written with SEO in mind.

GAME DAY STYLE

TRANSITIONAL JACKETS



REPORTS

2021 NFL DRAFT RECAP

I compiled all post-event reporting from the host committee into one recap book.

READ THE RECAP

05

CHAPTER FIVE

GRAPHIC DESIGN AND CREATIVE DIRECTION

Something beautiful, by design.

I have more than 20 years of experience designing for clients. My specialty is event branding, where every piece lives in harmony. On larger rebrands, I lead creative direction for a team.



GRAPHIC DESIGN

CLIENTS I HAVE DESIGNED FOR

Camp Catanese
Children's Cancer Network
Holly M Communications
Mission Driven Events
Northeast Ohio College Prep
Phoenix Children's
Playworks
Stonewall Sports
TFA Teach For America
Tunstall Content

TOOLS AND STRENGTHS

INDESIGN | ILLUSTRATOR | PHOTOSHOP | LOGO DESIGN | PRINT DESIGN | CREATIVE DIRECTION

SELECTED WORK · DESIGNED BY ME

PIECES THAT LIVE IN HARMONY



POSTCARD AND ANIMATED AD

Hairspray, Phoenix Theatre



LOGO CONCEPTS

Remi's Canine Legacy



RACE POSTER

Run the Runway



INVITATION

Teach For America Phoenix



CAMPAIGN LOGO

Phoenix Suns Gorilla



GALA INVITATION

Children's Cancer Network

CREATIVE DIRECTION · GREATER CLEVELAND SPORTS COMMISSION

NEOCYCLE FESTIVAL

A team effort. I led creative direction for the rebrand, working with our staff and an agency partner.























06

CHAPTER SIX

EVENT MANAGEMENT

I thrive in organized chaos.

I have been involved in or managed more than 1,000 events across sports, entertainment and live events, from hometown assemblies with NBA and WNBA players to major international sporting events.

1,000+
EVENTS AND COUNTING





PHOENIX SUNS · PLAYWORKS

GERALD GREEN ANTI-BULLYING ASSEMBLY

Suns guard Gerald Green, who was bullied growing up, teamed with Playworks to share his story with students at Loma Linda Elementary, then played four square with them on the playground.

370
STUDENTS

30
STAFF

NBA.COM



PHOENIX SUNS · FLAGSTAFF

SUNS TRAINING CAMP TAKEOVER

Before the 2016 to 2017 season, the Suns trained at elevation while alumni, entertainers and The Gorilla took over Flagstaff with clinics, NBA Fit assemblies and a free scrimmage.

2,500
STUDENTS AT ASSEMBLIES

5,000+
SCRIMMAGE FANS

AZCENTRAL



PHOENIX SUNS · MAKE-A-WISH

A SUN FOR A DAY

Jonah Zahm became a Phoenix Sun for a day. He shot around with the team, signed his contract at a press conference, got his own locker and joined the team huddle.

10
PLAYERS AND COACHES

30
REPORTERS

NBA.COM | BLEACHER REPORT



PHOENIX SUNS · SOUTHWEST AIRLINES

BOYS AND GIRLS CLUB RENOVATION

The Suns and Southwest Airlines put about $50K into the Thunderbird Branch in Scottsdale, then celebrated with a ribbon cutting, photos and story time with Suns alumni and The Gorilla.

$50K
RENOVATION

40
CLUB KIDS

VIDEO

07

CHAPTER SEVEN

AWARDS

I am honored. Truly.

Recognition from my peers for the work my teams and I delivered.



2021

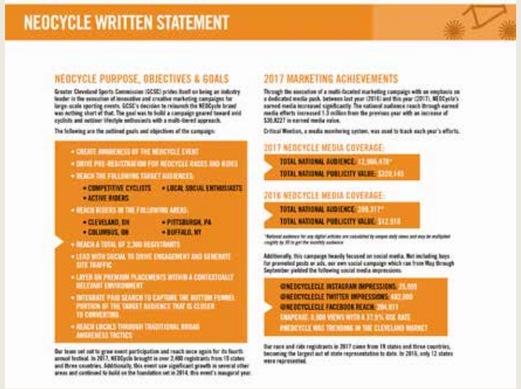
SME CLEVELAND

SME CLEVELAND · 2021

DISTINGUISHED MARKETING AND SALES AWARD

The profession's premier honor for outstanding sales and marketing achievement. I received it for the Sports Commission rebrand and my leadership of the 2021 NFL Draft campaign.

SUBMISSION



SPORTS ETA · 2018

EVENT MARKETING CAMPAIGN OF THE YEAR

Voted by peer organizations for the NEOCycle rebrand and integrated campaign. I also wrote and designed the winning submission.

SUBMISSION PROGRAM

WORD FROM THE SIDELINE

"

Meredith is absolutely phenomenal to work with. Easily navigating the complexities of MarComm in fast-paced, scrappy and often stressful situations, she has rightfully earned awards and the respect of countless people in the sports and entertainment industries.

HEATHER TUNSTALL, M.S.
President/Owner, Tunstall Content LLC



MEREDITH PAINTER

t: 216.496.3863

e: meredith.painter@gmail.com

meredithpainter.com