

MEREDITH PAINTER

Marketing, Communications & Creative Executive

Marketing, communications, and creative executive with 20 years turning strategy into brand growth. I build marketing functions from the ground up, lead teams and agency partners, and run multi-channel campaigns that grow awareness, audience, engagement, and attendance. My experience spans B2B, sports and entertainment, and nonprofit organizations, with hands-on strength in brand positioning, creative direction, and performance measurement.

CONTACT

Phoenix, AZ
216.496.3863
meredith.painter@gmail.com
linkedin.com/in/meredithpainter
meredithpainter.com/portfolio

CORE STRENGTHS

Event & Experiential Marketing
Brand Strategy & Positioning
Creative Direction
Integrated Campaigns
Communications & PR
Team & Agency Leadership
Partnerships & Sponsorship
Audience & Earned Media Growth

EDUCATION

Bachelor of Arts, Magna Cum Laude
Baldwin Wallace University
Major: Broadcast Journalism
Minor: Public Relations

EXPERIENCE

2025 TO PRESENT

Director, Marketing & Design

Meister Media Worldwide

First marketing director in the global company's 100-year history, building the marketing function from the ground up at the leadership level.

- Lead B2B marketing across the corporate brand and seven media brands, spanning publications, newsletters, podcasts, social, events, and products
- Drive integrated, multi-channel campaigns that generate leads and revenue
- Launched the company's first annual sales campaign, delivering customer journeys and sales enablement tools
- Define brand positioning, messaging, audience profiles, and engagement strategy across all brands
- Promoted within 10 months to lead the creative team alongside marketing, raising performance through shared best practices
- Unified design and marketing across all brands through shared standards and efficient, AI-enabled workflows
- Own trade show strategy, including the first interactive booth for a flagship brand at its largest industry event
- Oversee corporate communications and press releases

2024 TO 2025

Senior Director of Communications & Marketing

USA Pickleball

Led communications and marketing for the national governing body of the fastest-growing sport in the U.S., directing staff, contractors, and agency partners across integrated campaigns, media relations, content, and membership for 80K+ members.

- Launched a three-tier national membership platform, integrating UK-based Sport:80 to modernize the member experience
- Led and negotiated a paid media campaign for the National Championship, netting 6.45M impressions on a $50K budget
- Built and launched usapickleballnationals.com in two months, driving 150K+ global views in that same window
- Directed agency and design partners to scale National Championship branding to national scale
- Produced and executed the national announcement for a first-of-its-kind QVC and USA Pickleball partnership, leading key parts of the deal and securing national exposure
- Implemented an e-communications system (RedEye x Spotler), launching the department's first retention and win-back campaigns
- Introduced the department's first project management system, streamlining workflows across the team

SKILLS

CREATIVE
Adobe Acrobat, Illustrator, InDesign, Photoshop, Premiere Pro; Canva

AI
ChatGPT, Claude, Leonardo, NotebookLM

EMAIL / CRM
Ad Orbit, Constant Contact, Mailchimp, Omeda

PROJECT MANAGEMENT
Airtable, Asana, Planner, Wrike

WEB / SOCIAL
WordPress, Lucy CMS, Hootsuite, CapCut

ANALYTICS
Google Analytics 4 (GA4)

PLATFORMS
Mac and PC; Microsoft Office Suite

AWARDS & ACHIEVEMENTS

2025/2026
HOA Board Vice President

2023
Partner / Board Member, Social Venture Partners - Cleveland

2021
Distinguished Marketing & Sales Award, Sales and Marketing Executives (SME) Cleveland

2018
Event Marketing Campaign of the Year, Sports ETA

2014
Freethrow Magazine feature story

2014-2016
Leadership Committee Board Member, Playworks Arizona

2013
NBA Hoop Magazine feature story

2006
Omicron Delta Kappa National Leadership Honor Society

EXPERIENCE, CONTINUED

2023 TO 2024

Head of Marketing

2024 NCAA Men's Final Four Host Committee

Led marketing and communications for the 2024 NCAA Men's Final Four, one of the largest events in U.S. sports, directing a team of five and a $2M+ budget to over 1.7B impressions.

- Led earned media efforts, generating $38.7M+ in publicity value
- Placed and trafficked a $1M media buy, delivering 39.2M impressions and 236K in event attendance
- Drove grassroots engagement through a 15-organization committee across Greater Phoenix, including a national sweepstakes that generated 6.4M+ impressions
- Built a statewide, diverse media strategy driving 500K+ impressions
- Set KPI-driven strategy that grew fan attendance 18% over the 2023 NCAA Men's Final Four
- Partnered cross-functionally to deliver sponsor commitments and meet fundraising goals
- Directed creative for 15+ contractors, ensuring brand consistency across the event

2016 TO 2023

Director of Marketing & Communications

Greater Cleveland Sports Commission

Promoted to lead a department of five across marketing, communications, and brand for the organization and 50+ major sporting events, including NBA All-Star 2022, 2021 NFL Draft, 2019 MLB All-Star Game, and NCAA Championships, driving $333.9M in economic impact to Northeast Ohio.

- Led media relations generating nearly 22.5B in audience reach and $2.6B in earned media (2017-2022)
- Launched multiple websites, including clevelandsports.org, improving SEO and UX to grow new users 148% and pageviews 193%
- Led marketing for the annual fundraiser, netting $600K for the nonprofit
- Rebranded the organization and established its first-ever brand guidelines, earning an industry award
- Managed 13 social media accounts generating 12.5M impressions (2017-2022), growing the three flagship accounts by an average of 253% (2016-2023)
- Directed media buys, KPIs, and trade partnerships to ensure campaign success
- Served as Creative Director, guiding design and production to ensure brand consistency

2011 TO 2016

Community Relations Manager

Phoenix Suns / Phoenix Mercury

Promoted to manage community outreach across 192 player, 393 alumni, and 485 mascot appearances annually, overseeing $300K+ in autographed items and 1,500+ donation items, and leading a team of four to produce 1,000+ community events and volunteer efforts.

- Led the mascot rebrand, directing all mascot creative and photoshoots aligned to the Suns brand
- Created sellable group programs (assemblies, clinics, and Kids Club) that generated revenue
- Launched the department's first social media presence and dedicated landing page
- Served as liaison for 200+ community partners, coordinating organizational support and volunteer hours
- Created the annual report and monthly newsletters, raising visibility of community programs
- Produced AP-style scripts, newsletters, and press materials