




# SEAN P. GRIFFIN


## ABOUT

Experienced leader with 20+ years of marketing responsibilities across multiple businesses including technology, telecommunications, education, entertainment, and media. Guide high-performing marketing teams to tell engaging stories across multiple platforms which elevate brands and create enthusiasm for start-up companies to established brands, such as NBC, ESPN, MSNBC, ABC Sports and JMA Wireless.

## CONTACT

-  4949 Bulrush Road  
Syracuse, NY 13215
-  315.679.1896
-  sgriffin77@gmail.com
-  linkedin.com/in/seanpgriffin

## VOLUNTEER

-  **Make-A-Wish Central New York**  
September 2019 – present  
*Board of Directors*
- Susan G. Komen for the Cure**  
May 2013 - May 2017  
*Board of Directors*
- Hope for Bereaved, Inc.**  
October 2008 – October 2014  
*Board of Directors*
- 70 Miles for Hope**  
December 2012 – October 2013  
Raised money by creating “70 Miles for Hope” campaign running local races to total 70 miles. Raised \$3,437



## EXPERIENCE

**JMA Wireless** Syracuse, NY July 2015 - Present  
*Executive Director, Global Marketing*

Lead a global marketing team for one of the fastest growing telecommunications companies in the world focused on marketing and brand strategies. Direct business-to-business marketing strategies, internal and external communications, global public relations, project management, global branding, website and social communications, web design, video production, graphic design, advertising, event, and trade show executions.

- Report directly to CEO and collaborate with all departments heads on strategies to drive long-term success.
- Lead global marketing responsible for marketing, communications, branding, advertising, social and event execution.
- Built social media strategy resulting in 184% increase in followers for 2019 vs. 2020.
- Launched lead gen marketing program resulting in \$15 million-year one revenue.
- Procured \$160,000 in savings by developing in-house video and graphics design capabilities.
- Define go-to-market strategies, create, and execute international product launch plans.
- Manage 40+ global events per year including webinars and conferences.
- Implemented marketing automation SaaS tool to streamline campaigns, communications and enhance data analytics.
- Produce high-quality content and distribute via targeted lead generating CTAs including whitepapers, webinars, case studies, podcast, videos, and blogs.

*Director, Global Marketing* January 2014 – July 2015

- Developed and launched company’s communications strategy, introducing social media, press relations and enhancing their press release efforts and paper publications
- Developed and launched refreshed brand identity which merged three brands - JMA, CSS Antenna and Teko Telecom into one master brand and company, JMA Wireless
- Lead the strategic planning, global marketing, communications, branding, advertising, business analytics, business innovation and change management efforts for the organization across the world.
- Manage the company’s online presence including website and social media
- Conduct go-to-market strategies, create and execute international launch plans for release of new products

**Onondaga Community College** Syracuse, NY July 2008 – January 2014  
*Director of Marketing and New Media*

Led a marketing team responsible for creative development, project management, branding, video production, graphic design, advertising, copy writing, photography, web design, web and new media communications and internal and external communications for the College.

- Developed impactful marketing strategies and effectively executed award winning campaigns, enhancing brand image and awareness for Onondaga Community College.
- Spearheaded the transformation of college marketing group into a multifaceted Marketing and Communications Department; operating as in-house media agency, including brand strategy, brand development, internal and external marketing communications, digital and social media integration and in-house video production.
- Created cross-platform, targeted marketing campaigns for OCC which increased student applications 40% and total enrollment 25% from 2008-20013.
- Strategically developed, launched and maintained Onondaga’s social media portfolio.

# SEAN P. GRIFFIN

## EDUCATION



### Syracuse University

S.I. Newhouse School of  
Public Communication  
Masters, Communications  
In Progress 2019-2022

### Siena College

Loudonville, NY  
Graduated, May 1999  
B.A. English  
Division 1 Men's Lacrosse  
Co-Captain '99

### American College Dublin

Dublin, Ireland  
Fall 1997

## CERTIFICATES



2020 Prof G Brand Strategist

2019 HubSpot Inbound Marketing

2013 Leadership Greater Syracuse

2005 NBC Marketing Management

2004 NBC Manager Skills Training

2003 NBC Six Sigma Green Belt

## SKILLS



WordPress, Hubspot, Adobe  
Creative Suite, Adobe Premier  
Pro, Adobe PhotoShop, Microsoft  
Office, Website Design and  
Management,  
Video Production, SEO, AdWords

## AWARDS



2013 SUNYCUAD Award – Best of Category  
2013 SUNYCUAD Award – Judge's Citation  
2012 Trustee Award for Excellence  
2011 SUNYCUAD Award – Best of Category  
2011 SUNYCUAD Award – Judge's Citation  
2010 SUNYCUAD Award – Best of Category  
2009 SUNYCUAD Award – Best of Category  
2009 National Council for Marketing - Gold  
2009 National Council for Marketing - Gold  
2004 Ovation Award for Excellence – NBC

### NBC Universal

New York, NY

March 2006 – March 2008

#### Marketing Manager – Ad Sales/Marketing

Responsible for key marketing and ad selling strategies, growth and management of revenues, maintaining high-level client relationships and development of integrated sales opportunities for NBC News Networks marketing team. Directed marketing team responsible for revenue generating elements related to the Ad Sales Marketing in the NBC News portfolio.

- Created, presented, sold and executed multi-million revenue generating sponsorships for NBC Universal, such as NBC News' *Decision 2008* \$12 million cross-platform marketing sponsorship.
- Led a comprehensive ad sales marketing team at NBC Universal for News properties including all MSNBC on-air sponsorships, generating incremental revenue of \$150 million per year.
- Implemented revenue generating campaigns as member of the 2007 NBC News marketing and sales team that generated \$1 billion total ad sales revenue.
- Generated multi-million-dollar revenue opportunities for NBC Universal News Division by developing sponsorship programming franchises such as *Hardball with Chris Matthews' Hardball College Tour*, MSNBC's 2008 Weekly Political Program Block *Super Tuesdays* and creatively co-developed and launched, MSNBC's first client partnership program *Your Business with American Express*.

### ESPN & ABC Sports

New York, NY

July 2005 – March 2006

#### Marketing Manager – On-Air Management

Responsible for development of cross-platform sponsorships, providing clients with opportunities for extending their marketing presence across a variety of ESPN's and ABC Sports' media platforms. Managed marketing team responsible for all revenue generating, on-air sponsorships for ESPN's

- Managed all elements related to Ad Sales Marketing for SportsCenter and each NFL property in the ESPN and ABC Sports portfolio: *SportsCenter*, *Monday Night Football*, *Sunday Night Football*, *Super Bowl XL*, & the *2006 ESPY Awards*.
- Spearheaded creative development and game day execution of \$40 million marketing sponsorships for the NFL's 2006 Super Bowl XL.
- Developed online and cross-platform sponsorships for ESPN, generating incremental ad revenue such as *SportsCenter's Burger King -King of the Night* online feature and on-air *SportsCenter* Segment.

### NBC Universal

New York, NY

April 2000-July 2005

Progressively advanced through numerous positions during tenure with NBC Universal Ad Sales Marketing team. Roles included strategic planning operations, on-air sponsorship management, presentation development, competitive spending and data analysis and coordination with NBC Media Production teams on executed on-air sponsorship deliverables.

#### Marketing Analyst – Ad Sales/Marketing

June 2003 – July 2005

#### Marketing Associate – Ad Sales/Marketing

August 2000 – June 2003

#### Olympic Marketing Coordinator – Ad Sales/Marketing

April 2000 – July 2000