

Katelyn M. Lisznyai, M.S.E.M.

Creative Marketing Leader | Fan Engagement & Brand Storytelling

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SUMMARY

Creative marketing and game-day strategist with 4+ years of experience in Minor League Baseball and sports entertainment. Proven record of increasing ticket sales, growing fan bases, and generating sponsorship ROI through integrated campaigns and live entertainment. Skilled in Adobe Creative Suite, videoboard production, and social media storytelling with measurable success in engagement, attendance growth, and sponsor fulfillment. Adept at managing interns, leading creative teams, and delivering brand-elevating campaigns that connect clubs with their community.

CORE SKILLS & TOOLS

- ✓ Creative Marketing Strategy & Campaign Development
- ✓ Social Media Growth & Digital Storytelling
- ✓ Paid Media Advertising & Analytics
- ✓ Graphic & Motion Design | Adobe Creative Suite
- ✓ Video Production, Editing & Photography
- ✓ Game Presentation & Script Writing
- ✓ Sponsorship Activation & Brand Partnership ROI
- ✓ Community Engagement & Fan Experience Initiatives
- ✓ Email Marketing & CRM Management
- ✓ Live Event Coverage & In-Venue Entertainment
- ✓ Performance Reporting & Data-Driven Decision Making
- ✓ Ticket Sales Campaign Support & Revenue Growth Integration

PROFESSIONAL EXPERIENCE

Senior Manager, Marketing & Communications, Lake Erie Crushers | Avon, OH Feb 2025 – Sept 2025

- Produced 1000+ custom graphics, videoboard animations, and digital signage to elevate fan experience and maximize sponsor value.
- Boosted social media engagement by 100% across Instagram, TikTok, Facebook, and X through targeted campaigns and live storytelling.
- Directed game-day presentation including PA scripts, music, video playback, and entertainment flow for seamless fan engagement.
- Partnered with ticketing department to develop marketing campaigns that drove weekend attendance surges and advanced single-game sales.
- Activated 80+ sponsors contributing \$500K+ in revenue through digital campaigns, in-stadium signage, and creative social integrations, delivering measurable ROI and renewal success.
- Strengthened team identity through brand-consistent design for print, merchandise, and digital media.

Baseball Operations Coordinator, Lexington County Blowfish | Lexington, SC May 2024 – August 2024

- Designed 100+ videoboard motion graphics and themed visuals to enhance fan entertainment and partner activations.
- Managed 30+ interns in promotions, production, and content creation, boosting efficiency and creative execution.
- Built detailed game scripts and rundowns, ensuring smooth timing of entertainment, sponsor activations, and live elements.
- Executed themed nights and integrated marketing campaigns that increased attendance and deepened community engagement.
- Partnered with sales and sponsorship teams to ensure 100% fulfillment of client activations, driving renewals and satisfaction.

Media Team (FTC, Stringer, Production), Columbia Fireflies | Columbia, SC February 2022–October 2024

- Directed multi-camera operations and instant replay feeds, crafting engaging in-venue visuals for fans and online broadcasts.
- Programmed videoboard content, scoreboard graphics, and replay packages to enhance live entertainment.
- Coordinated in-game sponsor messaging and scoreboard activations to deliver seamless integrations.
- Supported game-day production with show setups, content loads, and operational troubleshooting.

Freelance Graphic Designer, Sincerely Studios June 2024 – June 2024

- Designed 100+ branded illustrations and digital assets for mobile gaming, balancing creativity with user engagement.

Softball Coach, Hammond School | Columbia, SC January 2020 – May 2022

- Coached and mentored 24 athletes, building leadership and teamwork skills applicable to creative team management.

Team Lead, Adventure Photo, Riverbanks Zoo | Columbia, SC May 2019 – January 2020

- Supervised 12-person team delivering branded guest experiences and sales.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Rapsodo Certified – Hitting & Pitching (2024)
- MLB Winter Meetings – Take the Field (2023–2024)
- MLB Winter Meetings – Advancing Bases (2023–2024)

EDUCATION

Master of Sports and Entertainment Management | University of South Carolina

Bachelor of Arts in Communication | Columbia College, SC