

Chad Waller

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[Professional Portfolio](#)

Professional Summary

High energy, self-motivated, experienced marketing and communications professional with 20+ years in both corporate and education environments. Possess expertise in all aspects of integrated marketing including writing, market research, collaboration with stakeholders, analytics, graphic design, video production, web design and web management.

Professional Experience

Mid-America Intercollegiate Athletics Association (MIAA)

Kansas City, Missouri

Interim Director of Communications

March 2021 – current

- Create content, relevant to the MIAA brand and mission, to increase awareness and promotion of member schools and student-athletes
- Coordinate sport awards programs and athlete honors
- Maintain the MIAA website and all social media platforms
- Assist with event planning for annual awards event and a variety of Media Days
- Serve as liaison with MIAA Campus Communication Directors by providing materials, resources and content

University Of Missouri-Kansas City

Kansas City, Missouri

Director of Athletic Communications

November 2018 – October 2020

- Directed external marketing initiatives for 16 NCAA Division I athletic programs, highlighting the brand identity and relevant story-telling of student-athletes and teams
- Created all forms of content for the department, including short and long-form writing that was relevant and relatable to core audiences to further the athletics image and messaging
- Coordinated all marketing collateral (digital, video, photo, social) to celebrate the women's basketball team winning a conference championship
- Directed video creation of Athletic Director communicating the message of the department's vision and culture to constituents
- Analyzed market research of fan game-day experience and helped incorporate new measures to increase ticket sales
- Collaborated with our team to increase ticket sales by 28% over a one-year span, including a program that leveraged our mobile ticketing platform to enhance the user-buying experience
- Coordinated earned media efforts to elevate a new department brand identity
- Served as department webmaster of official website (KCRoos.com) and mobile platform

National Association of Intercollegiate Athletics (NAIA) National Office

Kansas City, Missouri

Director of Athletic Communications and Media

June 2007 – July 2018

- Coordinated marketing efforts with public relations agency on campaign to increase ticket sales for Division I Men's Basketball tournament utilizing an omni-channel approach with a target audience

- Directed comprehensive media and creative plan for basketball tournament, which included execution of mobile and web tactics
- Effectively executed a content strategy to increase SID membership satisfaction and strengthen the NAIA brand by developing market research, analytics, digital marketing and actionable solutions
- Directed a production and marketing strategy on official national video-streaming network (NAIANetwork.com)
- Managed more than 250 championship contests that brought in excess of \$175,000 in gross revenue subscriptions with a 200% increase during a five-year span
- Assisted in high-media placements that gained nearly \$3 million in publicity value in five premiere NAIA national championship events in 2017-18

Northwest Missouri State University
 Director of Sports Information

Maryville, Missouri
 July 2004 – June 2007

- Coordinated media relations efforts for 13 NCAA Division II programs, including three national championship game appearances by the football team
- Served as webmaster and assisted in creation of the official athletic website
- Designed and edited media guides and programs for all sports

Other Relevant Experience

Assistant Director of Sports Information
 June 2002 – July 2004

Bemidji State University

Bemidji, Minnesota

Graduate Assistant of Sports Information
 August 2000 – June 2002

Minnesota State University

Mankato, Minnesota

Education

Master of Science-Sports Administration
 Bachelor of Arts-Anthropology

Minnesota State University
 Lawrence University

Mankato, Minnesota
 Appleton, Wisconsin