

Timothy Watson

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Education

Bachelor of Arts, Economics | University of Connecticut

Master of Business Administration | University of Connecticut

Phi Beta Kappa | University of Connecticut

Digital Content & Marketing Management Experience

Director of Men's Basketball Creative Content, UConn Athletics, Storrs, CT | June 2023 - present

- Managed holistic internal and external content production and distribution for the nation's premiere men's basketball program, including all social and recruiting media
- Led content teams of 4+ colleagues and direct reports for the 2026 Final Four and 2024 National Championship campaigns
- Created a team-specific intern program hiring 8-10 students per season, unlocking student opportunities and increasing field-relevant job placement postgrad
- Utilized strategic and custom KPI development to grow total team following more than +48% to over 550k followers and more than 600m owned impressions over three seasons
- Collaborated with associated stakeholders including Marketing, Ticketing, Communications, and Creative to drive revenue creation and brand growth across owned channels
- Built and maintained a robust creative infrastructure including a 64TB RAID NAS and \$40K+ equipment inventory

Social Content Specialist, Learfield Studios, Storrs, CT | November 2021 - May 2023

- Built sponsored and non-sponsored creative assets for UConn's premiere athletics programs including Women's Basketball, Men's Basketball, and Football
- Collaborated with the on-site MMR team to pitch, sell, and execute custom sponsored digital series for local and national partners
- Partnered with Athletics Marketing to ideate, plan, and execute sponsored multimedia campaigns with both digital and physical activations
- Worked as a liaison between UConn Athletics, UConn Sports Properties, Learfield Studios, and SIDEARM Sports for the development of a next-gen multiplatform OTT streaming app

Content Marketing Coordinator, Storrs, CT | December 2018 - April 2022

Contract

- Created and published more than 1B sponsored content impressions, working with both digital marketing firms like Veritone, and scaled commercial enterprises like Wondershare Technologies, Ridge Wallet, and Dashlane
- Hired and managed contractors for full life-cycle project execution for 6-figure digital media and 5-figure physical merchandise projects

Additional Work Experience

Freelance, Storrs, CT | February 2024 - Present

- Additional contract work for UConn Sports Properties and CBS Sports

Skills

Computer: Adobe Suite, Office, AirTable, VS Code, OBS Studio, SIDEARM CMS

Language: Conversational German