



JOHN W. CANADAY

MARKETING EXECUTIVE

CONTACT

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2143 Lanier Avenue
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EXPERTISE

Passionate team & culture builder
Top performing sales leader
Innovative revenue generator
Data-driven
Creative problem solver
Brand & sponsorship marketing
Consumer & product marketing
Communications
Strategy
Campaign creation
Reporting / P&L
Digital media trends
Business development
Client management

SKILLS & CERTIFICATIONS

Salesforce Marketing Cloud
Google AdWords / SEM
Facebook Blueprint Certifications
Twitter Flight School
Adobe Photoshop
Microsoft Office
Live Analytics (TMOne)
Programmatic Advertising
Reputation Management
Software
Crisis Management
Presentation Training
Leadership Training
Handel Group & SYPartners

ABOUT

Senior marketing leader with over 15 years experience in the sports and entertainment industry. Collaborative, innovative and results-focused.

EXPERIENCE

VICE PRESIDENT, VENUE MARKETING

Live Nation Clubs & Theaters | March 2015 - December 2020

Oversee all marketing for 87 live entertainment venues, including the Fillmore and House of Blues brands
Responsible for strategy and ticket sales of over 10,000 annual events, delivering \$150MM+ in net revenue
Define venue priorities and paid marketing objectives, prioritizing digital media and internal CRM tools to deliver record ROI
Manage a diverse team of over 100 marketers, inclusive of 9 Regional Marketing Directors

DIRECTOR, SPORTS & ENTERTAINMENT

GMR San Francisco | January 2013 - March 2015

Managed all Visa entertainment partnerships, including Cirque du Soleil, Fandango and major film studios
Agency lead for Visa renewal negotiations and evaluation / offer development for new partnership opportunities
Oversaw a team of five direct reports

VICE PRESIDENT, SPORTS MARKETING

Banshee Music (Omnicom Group) | September 2007 - January 2013

Head of partnerships, sales and marketing
Program lead for league-wide NFL music agreement
Secured content and branding deals with six NCAA schools
Handled licensing and distribution for a library of over 1,500 songs

ACCOUNT EXECUTIVE

GMR Charlotte | June 2004 - September 2007

Sports Group lead for sponsorship evaluations, POVs & RFPs
Ticketing and hospitality program oversight for Lowe's
MLB Opening Day and Youth Baseball Clinic activation lead for Bank of America

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

MASTER OF SPORTS ADMINISTRATION

Ohio University, Athens, OH | 2002-2004

BACHELOR OF SCIENCE, FINANCE

KELLEY SCHOOL OF BUSINESS

Indiana University, Bloomington, IN | 1997-2001

INTERNSHIPS

ORANGE BOWL COMMITTEE (2002-2005)

OHIO UNIVERSITY ATHLETIC DEPARTMENT (2002-2004)

CLEVELAND BROWNS (2003)

MLB WINTER MEETINGS (2003)

NCAA FINAL FOUR (2003)

COLORADO SPRINGS SKY SOX (2002)

CHICAGO DISTRICT GOLF ASSOCIATION (2001)

INDIANA UNIVERSITY STUDENT ATHLETIC BOARD CHAIRMAN (2000-2001)