

LUKE AKINSOLA

CONTENT CREATOR. MARKETER. CREATIVE STRATEGIST.

CONTACT

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📍 New York, New York

EXPERTISE

- Adobe Analytics
- ADP
- Airtable
- Amplitude
- Braze
- Client Communications
- Concur
- Confluence
- Content Strategy
- CMS Operations
- Copywriting
- Creative Writing & Storytelling
- Digital Media Strategy
- Editing
- Gen Z/Gen A Marketing
- Grassroots Basketball
- Influencer Activation Planning
- International Basketball
- Marketing & Promotion
- Marketing Campaign Planning
- PeopleSoft
- Social Media Strategy
- Storyteller
- Talkwalker Navigation
- Wordpress
- WSC

SKILLS

- Content Programming
- Client Management
- Creative Promotion
- Global Marketing
- International Messaging
- International Relations
- Project Management
- Writing

PROFILE

A dedicated storyteller that has a pulse on the grassroots and international basketball ecosystems. A versatile asset that has experience in many industries such as tech, content, marketing, and community relations. A writer that ideates and manages media platforms that engages millions of viewers daily. Someone that is willing to go above and beyond to exceed standards of the job while contributing to healthy and compelling work culture.

WORK EXPERIENCE

International Content Lead

National Basketball Association

2022-Current

- Strategy lead for International and Future Starts Now content initiatives for all DTC (direct-to-consumer) platforms, including audience of over five million users
- Responsible for personalized content experiences for all non US users of the NBA App, .com, and connected devices
- Project lead for priority series and events such as NBA Africa Born & Bred, NBA Crunchtime Brazil, Montverde MAIT and Nike EYBL Peach Jam
- Develops appropriate taxonomies for content distribution team to align on tagging terms for all personalized content published on the NBA App and NBA.com
- Works with DTC Marketing and Partnership teams on opportunities to promote subscription-based content from an event and channel based perspective
- Collaborates across departments, including Marketing, Business Development, Communications, and Social Responsibility to understand and recommend optimal ways to deliver localized content needs via official NBA digital products
- Analyze content performance results for campaign initiatives while summarizing key findings and KPIs
- Coordinates localization and development to ensure needs of priority growth markets are met with sufficient, high-quality content

Account Executive

FleishmanHillard

2021-2022

- Managed assets across multiple channels and platforms mapped to Gatorade, Salesforce, Wingstop, and AT&T's brand messaging narratives
- Developed high-quality written materials, including press releases, pitches, messaging/strategy documents, campaign POVs, and executive communications
- Directed agency's HBCU NIL Initiative assisting HBCU student-athletes with NIL rules and regulations while identifying suitors for strategic brand partnerships
- Partnership included securing deals with Rhyne Howard, Rori Harmon, and Akoya Lee
- Executed earned media, influencer, and social/digital strategies
- Led Wingstop's social/digital trendspotting report, identifying key trending cultural moments for brand integration opportunities