

# Troy Payne

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## OBJECTIVE

To obtain a Senior Sports Marketing role, managing categories, strategies and activations to help grow market share.

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## PROFESSIONAL EXPERIENCE

### Adidas Group

#### Future Icon Manager

*Portland, OR*  
**Mar 2020 - Present**

- Created a scoring system to determine icon signings.
  - Designed to identify, uplift and connect with the next generation of NBA and WNBA icons.
- Lead all communications for targeted athletes.
  - Markets, Basketball BU, X-Cat, and External Partners.
- Lead strategy, manage logistics, and triad guidance on global tours / activations.
- Notable 2020 Signings: Anthony Edwards, Gary Trent Jr., Lu Dort.

*Portland, OR*  
**Jan 2019 – Present**

#### • NBA – Sports Marketing Athlete Manager

- **Primary adidas day-to day contact for fulfilment & servicing.**
  - Full service to athlete, family and AAU Programs.
  - Manage all request from the Basketball BU.
  - Manage and track product allotment budgets.
  - Coordinate and support NAM, APAC & Europe activations.
  - Lead All communication for James Harden and 10 Tier 1 and 2 athletes.
  - Engage, partner and drive strategies across complex matrix organization to effectively increase sales and margin.
- **Assist with the execution of athlete appearances and activations.**
  - **NBA ASW 2018**
    - Assisted in getting Athletes to 747 and made sure all ask were completed.
    - Assisted in getting Athlete to the Footlocker HV2 Launch event and made sure all ask were completed.
    - Assisted in getting athletes to LVL3 event and to AAU games and made sure all ask were completed.
- **Work with product marketing, brand marketing, PR and retail marketing to fully manage assets.**
  - Created Digital Content for Footlocker that was posted on athletes account which footlocker reposted and put media dollars behind it. I was the creative director for the content that was created for the Harden LS shoe.
  - Partnered with adidas China to produced content for athlete's shoes. I was the creative director for this content.
  - Communicate social asks to athlete to ensure the content is posted.

#### Grassroots & NBA Sports Marketing Assistant

*Portland, OR*  
**Nov 2016 – Dec 2018**

#### • GRASSROOTS - Manager

- Coordinated with High School & AAU coaches to provide footwear and apparel to teams.
- Managed all budgets for 30 + High Schools and 50 + AAU Programs.
- Created "The PATH" team which featured events around the US to build relationships with the top kids in the country. 11 of the 12 were MCDAAG.
- Partnered with our VIP high schools to do a school photoshoot. Kids posted on social and used suggested hashtags to build hype and brand awareness.
- Selectively seeded footwear to top kids to wear during high visibility moment to promote new product awareness.

### Adidas Group

#### NCAA Sports Marketing Assistant

*Portland, OR*  
**Jan 2016 – Nov 2016**

- Built merch boards for next seasons on and off court apparel.
- Brand Ambassador at the Adidas NBA All-Star Weekend suite in Toronto, CA.
- Brand Ambassador at the Adidas NCAA Final Four suite in Houston, TX.

**Pro Camps Worldwide**  
**Basketball Camp Coach**

Los Angeles, Houston, TX & Phoenix, AZ  
**2015 - 2016**

- Lead Pro Camps for Partnered athletes across the US.

**OceanaGold Nuggets Basketball Club**  
**Professional Basketball Player**

Dunedin, New Zealand  
**Mar 2014 – Jan 2015**

- Competed in games in the New Zealand National Basketball League (NZNBL).
- Team Captain.

**North-West Tasmania Thunder Basketball Club**  
**Professional Basketball Player**

Tasmania, Australia  
**Feb 2013 – Sept 2013**

- Competed in games in the South East Australian Basketball League (SEABL).
- Team Captain.

**MKTG INC**

**Brand Ambassador - CP3 VI Shoe Launch**

Los Angeles, CA  
**Oct 2012 – Nov 2012**

- CP3. VI Launch Tour: Executed over 20 events in Southern California with the Jordan Flight Truck for Jordan Brand promoting Chris Paul's new shoe.
- Managed consumer experiences at each activation stop.
- Built on site courses for consumers to test the product.
- Responsible for onsite giveaways and building attraction around the activation stop.
- LMU Midnight Madness launch party; executed giveaways through based Chris Paul's background and playing career.

**Brand Ambassador – East LA Classic Football Game**

- Executed a Locker Room take over for the East LA Classic Football Game: Roosevelt High vs. Garfield High.

**Cleveland Cavaliers**

**Basketball Operations Seasonal Assistant Video Intern**

Cleveland, OH  
**Dec 2011 – June 2012**

- Assisted in practices, individual workouts and development of players.
- Assisted coaches and video staff in creating edits for each game.
- Assisted in the creation of draft prospect database including film and edits in preparation for draft.
- Completed numerous projects for coaching and video staff including advanced statistical information, information on personnel and team edits.
- Assisted coaching staff with preparation of opponent scouting reports and team presentation.

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**EDUCATION**

**Santa Clara University, College of Arts & Sciences**  
**Bachelor of Arts, Major in Communication, Minor in Sociology & Business**

Santa Clara, CA  
**June 2011**

**Communication Coursework:** *Interpersonal Communication, Mass Communication, Persuasion, Technology & Communication, Journalism, Intercultural Communication, Digital Film Making, and Group Communication*

**Business Coursework:** *Principles of Microeconomics, Macroeconomics, Financial Accounting, Managerial Accounting, Statistics & Data Analysis, Recording Financial Transactions, Contemporary Business Issues, Technology & Society*

- Full Scholarship Recipient.
- 2010-11 WCC Defensive Player of the Year.
- 2011 CIT Champion.

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**SKILLS**

Microsoft Windows, Word, Excel, Outlook, PowerPoint, CAFs.

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**REFERENCES**

- Available upon request