

ASIA L. MCMILLAN, MPS

Marketing and Branding Expert

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SUMMARY

Dynamic and results-oriented Marketing and Branding Expert with 10+ years of experience. A proven track record of successfully developing and executing comprehensive marketing, branding, and communications strategies in the sports and nonprofit industry, coupled with a deep passion for culture and community.

EXPERIENCE

Marketing & Communications Manager 2022 - Present
Quest, Inc. Orlando, FL

Quest, Inc. provides programs and services to help people with developmental disabilities.

- Increased web traffic by 37% incorporating content management and social media tools, using data and analytics to develop new landing pages for key programs.
- Led the development and implementation of strategic communication plans for major fundraising events, programs and marketing campaigns.
- Proposed and implemented advanced digital marketing plans, using analytical data, increasing client acquisition by 44%, engagement by 80%, and net audience by 88%.

Multimedia Marketing Manager 2018 - 2022
Amateur Athletic Union (AAU) National Office Orlando, FL

AAU is one of the largest, non-profit, volunteer, multi-sport event organizations in the world.

- Developed and executed communications and content marketing plans in partnership with 15+ U.S. Olympians, sports organizations and local governing bodies.
- Implemented digital marketing campaigns that increased brand awareness and engagement among millennials and Gen. Z by 4,000%.
- Directed a 6-member marketing team developing social media and communications strategies that boosted membership acquisitions by 60% in 2021 leading to over \$2M in revenue.

Director of Marketing and Creative 2011 - Present
Fresh Ambition, LLC/Nine28 Media Orlando, FL

Fresh Ambition/Nine28 Media is a boutique sports marketing and media agency working with athletes, coaches, and medium-sized business.

- Negotiated and secured more than \$325K in marketing and endorsement contracts for the Football and NIL divisions.
- Developed and implemented an integrated marketing and communications plan increasing brand awareness and engagement among stakeholders and prospects by 95%.
- Developed and executed marketing campaigns for NCAA, NFL, and NBA athletes, enhancing their personal brand and marketability.

INDUSTRY EXPERTISE

Brand Strategy



Creative/Cultural Perspective



Strategic Development/Execution



Market Research



SKILLS

Branding • Marketing Strategy • Strategic Planning • Media Relations • Media Communications • Public Relations • Crisis Communication • Budget and Financial Management • Writing and Messaging Development • Event Communication Social Media Marketing • Graphic Design

EDUCATION

MPS Sports Industry Management
Georgetown University • Washington, DC
2020 - 2023

BS Sports Marketing and Media
Full Sail University • Winter Park, FL
2016 - 2018

BOARD INVOLVEMENT

Founder and President
BeyondFour Foundation, Inc.
2019 - Present

Advisory Board Member
City of Orlando Families, Parks and Recreation
2022 - Present

Digital Marketing Advisory Panel
USF Muma College of Business
2022 - Present

Advisory Board Member
Greater Orlando Sports Commission
2023 - Present

STRENGTHS

Communication
Problem Solving
Leadership
Strategy
Collaboration
Partnership Marketing
Adaptability
Project Management
Creativity
Emotional Intelligence
Time Management
Detail-Oriented