

ASHLEY HUGHES

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PROJECT MANAGER | SPORTS VENUE SPONSOR + BRAND INTEGRATION

Results-driven sports strategy leader with a decade of experience shaping multi-billion-dollar venue renovations and top-tier naming-rights and sponsorship partnerships. Proven ability to guide C-suite teams, manage complex stakeholder ecosystems, and turn creative vision into ROI for leading brands across U.S. and international leagues.

PROFESSIONAL EXPERIENCE

ELEVATE – Salt Lake City, UT

Senior Project Manager, Experiential & Venues | Jan 2024 – Present

- Support \$7B+ in major sports venue projects, including:
 - Baltimore Ravens – \$440M stadium renovation
 - Monumental Sports & Entertainment (Wizards/Capitals) – \$1B arena modernization
 - Houston Rockets – \$30M Toyota Center renovation
 - Tennessee Titans – \$2.2B new stadium development
 - Cleveland Browns – \$2.4B Discovery & Strategy
 - Washington Commanders – Naming Rights Partnership; brand integration
- Partnered with 30+ senior stakeholders across \$2B+ venue projects to align on design and delivery timelines and revenue objectives
- Led 45+ cross-functional team members across partnership, design, and construction workstreams to deliver milestone activations
- Executed brand activations across NFL, NBA, and NHL properties resulting in a 30% increase in partner visibility and measurable fan experience gains.
- Generated \$483,000 in additional service agreements in two quarters in 2025
- Lead discovery and design research for new projects
- Developed naming conventions, file nomenclature and pre-project and post-project protocols that were instituted department wide to increase efficiency by 25%

CHAKA2 LIVE MARKETING – Remote

Senior Project Manager | May 2022 – Jan 2024

- Managed global campaigns for Puma, Red Bull, Cupra, WayRay and Parma Calcio, leading creative development, logistics, and activation strategy.
- Supported European market rollouts and cross-country vendor coordination.
- Lead design research initiatives for products including Ozonos, Salzburg Airport Run, Diversity in Sport and Semperlt

BRECK FILM – Breckenridge, CO

Director of Marketing & Development | May 2021 – Nov 2022

Marketing & Business Development Manager | Apr 2019 – May 2021

- Scaled sponsorships, donors, and grants to finance the organization's annual operating budget, increased sponsorship revenue by 3x in year 2
- Negotiated and executed 113 partner contracts and media campaigns including multi-year agreements.
- Directed all marketing and creative for festivals, donor drives, and community initiatives through paid and earned media
- Built a university partnership internship program with CU Denver.

DEWEY SQUARE GROUP – Washington, D.C.

Communications Consultant | Jan 2013 – May 2014

- Managed media strategy for Fortune 500 clients including Microsoft.
- Achieved firm-wide “Best Practice” recognition for media relations performance.

GLOBAL EXPERIENCE – 2014-2016

2015 CONCACAF Gold Cup – Team Account Manager, Jamaica Football Federation

2014 FIFA World Cup (Brazil) – Account Manager, Managed 271, FIFA Hospitality & Operations

2014 UNCAF Central American Cup – Assistant Director of Protocol

EDUCATION

MA, Sports Management – *FIFA Master Program*

BA, Political Science, German & Italian – *University of Minnesota*

SKILLS & EXPERTISE

C-Suite Stakeholder Management · Multi-Billion-Dollar Program Leadership · Sports Venue Development · Naming Rights Partnerships · Brand & Sponsorship Integration · Fan Experience Strategy · Creative Operations · Budget Oversight · AirTable SalesForce · Notion · Resource Guru · TeamWork · TeamWork Online · Slack · Italian · Conversational German · Conversational Spanish
