



AUSTIN SANDY
BRAND MANAGER
BrandedBySandy.net

PROFESSIONAL EXPERIENCE

KLTV 7 & KTRE 9 | Tyler, Texas
Audience Development & Brand Manager

Responsible for maintaining and growing the dominant audiences of two ABC and Telemundo affiliates through strategic, omnichannel marketing campaigns.

While serving as Brand Manager, the team earned a regional EMMY nomination in 2020 and TELLY awards in 2022 and 2023 for creative marketing campaigns. By creating a powerful digital strategy, has fostered Instagram growth of over 140% (over 23,000 new followers)

Markets and promotes ten mobile applications, a nationally recognized digital streaming service, and curates the stations' twenty social media feeds.

Facilitates promotional partnerships between the company's news and sales departments and the clients. Additionally serves as project manager, supervises creative team, develops the annual marketing plan, and assists with annual marketing department budget.

KAIT 8 | Jonesboro, Arkansas
Digital Marketing Manager

Responsible for the station branding and promotion on digital and social platforms while also promoting news and station events via cross-platform creative marketing.

Beyond digital and broadcast efforts, this positions plays a key role in community partnerships, strategic planning, sponsorships, and station event planning.

Osborn Barr Paramore | St. Louis, Missouri
Art Direction Residency

Designed comprehensive advertising campaigns - print and digital - for national clients including American Red Cross, Monsanto, and the United Soybean Board.

Worked strategically with copy-writers, art directors, and projects managers to produce omnichannel campaigns.

Arkansas State University | Jonesboro, Arkansas
Office of Recruitment Graphic Designer

Served as the sole marketer for the recruitment team, creating digital and print collateral, and recruitment and marketing strategy. Designed all elements for the campaigns. Additionally facilitated orientation events and preview days with the recruiters and served as a campus tour guide and presenter for the department.

Westbrook & Reeves | Jonesboro, Arkansas
Marketing Coordinator

Responsible for all marketing efforts and strategy including digital real estate listings, MLS site entries, listing photography, media buys with real estate publications, website maintenance, and print collateral design. Additionally facilitated sales events for the agents.

AWARDS & ACCOLADES

The Telly Awards

2023. Bronze Telly Award
2022. Silver Telly Award

Promax Awards

2022. Promax Award Nomination

National Academy of Television Arts & Sciences

2020. Lone Star EMMY Nomination

American Advertising Federation

2023. Gold American Advertising Award
2023. Silver American Advertising Award (x2)
2023. Bronze American Advertising Award (x2)
2023. Best of Category - Film, Video & Sound
2023. Judge's Honors Award
2022. Governor's Award for Collaboration | *District 10*
2022. Bronze American Advertising Award
2021. Bronze American Advertising Award (x2)
2018. Bronze American Advertising Award
2017. Gold American Advertising Award
2017. Silver American Advertising Award
2017. Bronze American Advertising Award
2017. Bronze American Advertising Award | *District 10*
2016. Judge's Honors Award
2016. Gold American Advertising Award
2016. Bronze American Advertising Award
2015. Gold American Advertising Award
2015. Bronze American Advertising Award | *District 10*

Better Business Bureau

2021. Marshall A. Mott Award for Communication

East Texas View Magazine

2021. Forty Under Forty | *Nominee*

Arkansas State University Alumni Association

2020. Emerging Young Alumni Award

Broadcasting & Cable Magazine

2020. Best Multi-Platform Streaming Service

Gray Television

2018. Region 8 Award | *from KAIT 8*

Arkansas Broadcasters Association

2017. Community Service Promotion Award

Miscellaneous

2015. Lux Photography Journal | *Finalist*

EDUCATION

Arkansas State University | Bachelor of Fine Arts
Graphic Design, emphasis in Digital Design

Study Abroad

Rome, Italy | Digital Photography
Madrid, Spain | Baroque Art History
Washington, D.C. | Cultural Studies

NOTABLE PROFESSIONAL PROJECTS

McGraw Hill - Marketing | *Textbook Contributor. 2023*
Featured by McGraw Hill in the branding chapter of the 4th edition of their bestselling collegiate marketing textbook

East Texas Nowlloween | *Executive Producer. 2022*
ADDY and TELLY Award-Winning branded content show created as “infotainment” for the Halloween season.

American Advertising Awards | *Emcee. 2021 - 2023*
Three-time host of the Northeast Arkansas chapter awards

KTRE-TV Celebrates 65 Years | *Executive Producer. 2020*
Half-hour broadcast program highlighting KTRE’s community impact and celebrating sixty-five years of news in East Texas

One Texas: Songs from Home | *Producer. 2020*
Seven-episode broadcast series which aired in nine television markets during COVID-19. Beneficiary: Texas Food Banks

We “Like” You, Too Campaign | *Producer. 2019*
Multi-platform campaign which served to promote KLTN 7 reaching 300,000 Facebook likes. The project received an EMMY nomination and an American Advertising Award

East Texas Idol | *Executive Producer. 2018, 2019*
Annual ABC affiliate contest and live broadcast culminating in a local winner appearing on *American Idol* on ABC

Social Media Policy & Procedures | *Author. 2019*
A guidebook presented to and accepted unanimously by the Tyler Civic Theatre Center board of directors

Rose City AirFest | *Media Committee. 2019, 2020, 2021, 2022*
As the KLTN representative, I served as the broadcast and digital marketing expert for the inaugural Rose City AirFest and the subsequent airshows. Worked closely with radio and print partners to promote this fundraiser

Raycom Media Marketing Leadership Program | *2018*
Selected by corporate leadership for a one-year professional development program for up-and-coming marketing leaders

Foundation of Arts Annual Gala | *Marketing Chair. 2018*
This event is the largest fundraising event for the non-profit each year. I served as the marketing chair, designing the logo and marketing materials as well as coordinating media

PROMAX Conference | *2018 & 2022*
Attended the television industry’s largest and most prestigious marketing conference featuring seminar and workshop presenters from around the world

Komen Race for the Cure | *Communications. 2017*
Worked with the organizing committee of the inaugural Race for the Cure in Northeast Arkansas. Coordinated communications amongst sponsors for one of the community’s most well-attended events of the year

UCP Telethon | *Floor Director. 2016*
Served as the floor director on the production team of the United Cerebral Palsy telethon fundraiser which aired on KAIT 8, KASU Radio, and ASU-TV

Southern Student Graphic Design Show | *Chair. 2015*
Served as the event coordinator for this annual competition and juried show. Led the committee who organized this five-state event honoring talented advertising students

CURRENT MEMBERSHIPS

ABC Marketing Advisory Board
Region 3 (AR, LA, MS, OK, TX) Representative

American Advertising Federation - District 10
2nd Lieutenant Governor
Programs & Speakers Bureau Chair (*former*)

American Advertising Federation - East Texas
Ex-Office/Past President
Membership Chair & Programs Chair (*former*)

Arkansas State University Alumni Association
Member, Alumni Band Co-Chair

Lone Star EMMY Chapter
Member, EMMY Award Adjudicator

National Association of Broadcasters
Member

FORMER MEMBERSHIPS

American Advertising Federation - Northeast Ark.
Board of Directors, Programs Chair

American Institute For Graphic Arts - AIGA Memphis
Member

Arkansas State University - Dept. of Art + Design
Advisory Committee Member

Tyler Civic Theatre Center
Board of Directors, Vice President of Marketing

Jonesboro Foundation of Arts
Volunteer, Artistic Director

Camp Quality, Arkansas | For Children Fighting Cancer
Board of Directors, Public Relations Chair

Arkansas State University AIGA Chapter
President

CAUSES & PARTNERSHIPS

American Heart Association
2018 - present

Camp Quality USA | For Children Fighting Cancer
2012 - 2015

Camp V | Veteran’s Resource Hub
2018 - present

Cedar Creek Veteran’s Foundation
2018 - present

Hope Haven | Home for Displaced Girls
2019

Make-A-Wish Mid-South
2014 - 2018

Susan G. Komen
2017 - present

The Foundation of Arts
2004 - 2022

Tyler Civic Theatre Center
2018 - 2021

Austin Sandy

BY THE NUMBERS

BRAND MANAGER
MARKETING PROFESSIONAL
GRAPHIC DESIGNER

PROFESSIONAL EXPERIENCE IN THREE STATES



ARKANSAS, TEXAS, MISSOURI



EDUCATION ACROSS THREE COUNTRIES

SPAIN, UNITED STATES, ITALY

7 YEARS WITH GRAY TELEVISION

THREE NATIONAL
MARKETING
CONFERENCES
AND STATION SUMMIT

2 MARKETING
MANAGEMENT
POSITIONS

THREE
#1 TV
STATIONS

ONE ARKANSAS
BROADCASTERS
ASSOC. AWARD



STATE

2020 ARKANSAS
STATE EMERGING
YOUNG ALUMNI



19 LOCAL
ADDYs
2 DISTRICT
ADDYs

2020 BROADCASTING
& CABLE AWARD



aaf 2022
GOVERNOR'S
AWARD
RECIPIENT
district 10

8 2018
REGION 8
AWARD

ONE
PROMAX AWARD
NOMINATION

aaf 2022
VOLUNTEER
OF THE YEAR
east texas

ONE
LONE STAR EMMY
NOMINATION

TWO
TELLY
AWARDS

5 NON-PROFIT
BOARDS
(CURRENT & FORMER)

4 PROFESSIONAL
MEMBERSHIPS
National Association of Television Arts & Sciences
American Advertising Federation
National Association of Broadcasters
ABC Marketing Advisory Board

3-TIME AMERICAN
ADVERTISING
AWARDS HOST

ONE

BEST-SELLING
TEXTBOOK
CONTRIBUTION

TWO
PUBLISHED
PHOTOGRAPHS