



TVT SPORTS

JULIAN BRINKLEY

CASE STUDY 001

Role: Brand Manager & Sports Marketing Consultant

**Presented By**  
KENDRA MURRAY

# CLIENT SUMMARY



## CLIENT:

Julian Brinkley, a visionary leader in youth sports development, founded TVT Sports with a mission to bridge community, recreation, and impact. Based in Delaware, TVT Sports focuses on youth basketball, mentorship, and athletic development through events, training, and strategic partnerships.

As the brand began to gain momentum, Julian sought marketing consultation which would bring strategic insight, brand structure, and market positioning—by Kendra Murray.

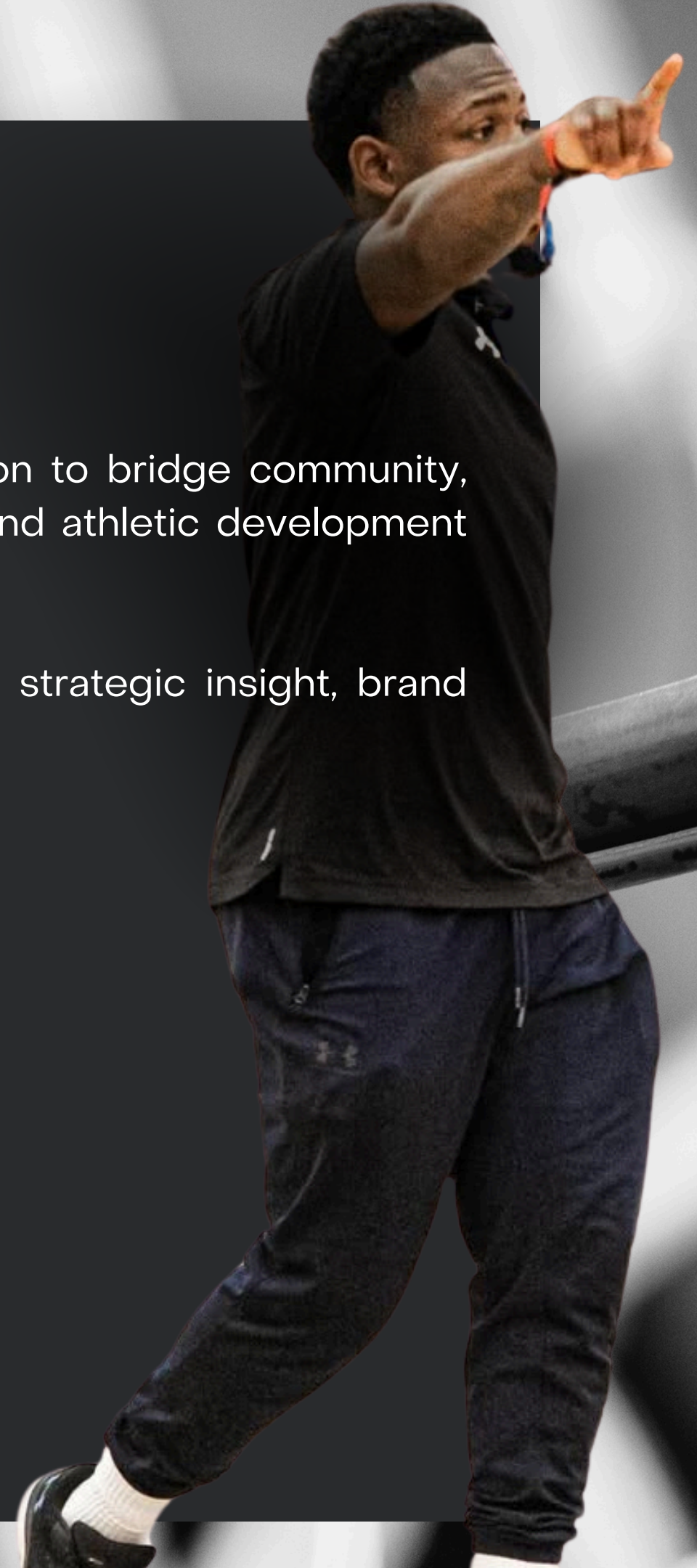
## Goals

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- Develop a cohesive brand identity for TVT Sports that reflected its mission and values.
- Increase community engagement and participant growth across Delaware.
- Position Julian Brinkley as a leader in community sports and youth empowerment.
- Create a scalable framework for future programs and events.
- Secure strategic partnerships with recognizable organizations and local government.

## S.T.A.R SITUATION. TASK. ACTION. RESULT

Julian Brinkley's goal for TVT Sports is to establish a prominent brand in youth athletics that offers athletes the tools and opportunities to succeed. His vision is to create a strong, cohesive brand identity, enhance digital presence, and build strategic partnerships that will increase visibility and drive growth. By focusing on increasing engagement, attracting key sponsors, and expanding TVT Sports' network, Julian aims to solidify the brand as a leader in youth sports development.





# GOALS & OBJECTIVES

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## **Website Development & Management:**

Designed and launched the official TVT Sports website focused on storytelling, programs, and event registration

Continue to manage updates, blog/event recaps, and SEO optimization.



## **Campaign Creation**

Branded and marketed events such as TVT Sports Weekend and Run the City 5K

Created impact-driven campaigns like “See the Game, Shape Your Future’ and “Head of the Class’ to celebrate youth athletes and academic excellence



## **Analytic Comprehension**

By tracking engagement metrics, I identified what content resonated with the audience, allowing us to refine strategies.

This approach boosted engagement and helped TVT Sports connect more effectively with its audience.



## **Partnership and Sponsorship Development**

Created professional sponsorship decks and outreach materials

Secured grassroots and corporate partnerships



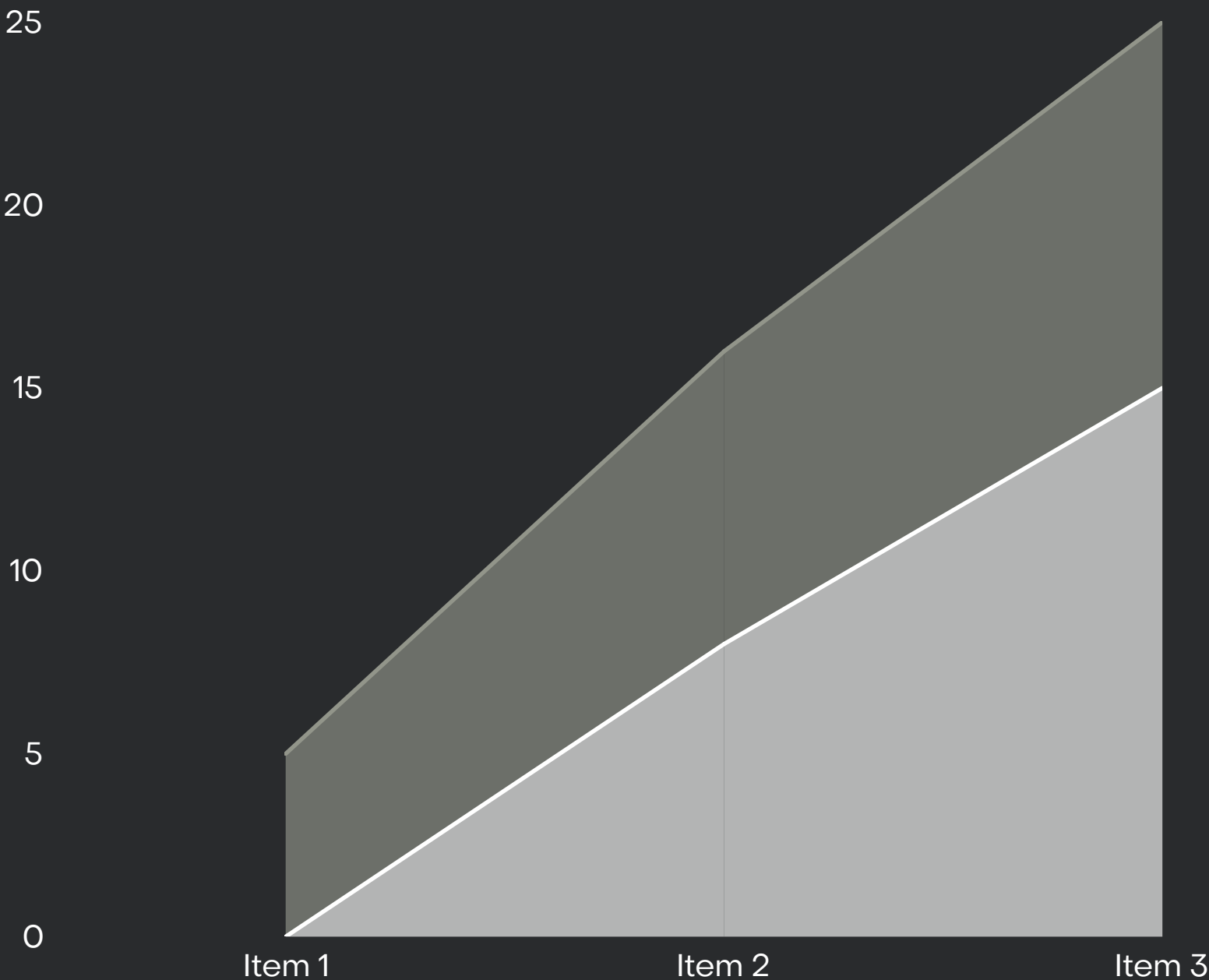
## **Trendiness:**

Develop and create trend-worthy content by focusing on relevant topics like the connection between sports and education.

Keep TVT Sports relevant and positioning Julian as a leader in youth sports and community development.

# SOCIAL MEDIA MANAGEMENT

(March 25–April 7)  
14 Day Social Media Report



## Accounts Reached

**3.7k**  
+149.7%



## Profile Visits

**209**  
+318%



## Top Content Views

**1.7k**

