

KELSEY MORETON

SENIOR VICE PRESIDENT - YOUNGSTOWN PHANTOMS

ABOUT

I am the senior vice president for the Youngstown Phantoms, the 2023 Clark Cup Champions, in the USHL. Currently in my third season, my daily responsibilities include overseeing the administrative staff with a primary focus on sponsorships, ticket sales, marketing, social media, and game day operations.

Within my three-season tenure with the Phantoms, I have led my team in over one million dollars in sponsorship, tripled season ticket holders, and continued to have a vision of growing hockey in the state of Ohio.

EDUCATION

B. S. - Business Administration with non-profit certificate
Youngstown State University
2014

M.O.L.- Masters of Organizational Leadership
Trevecca Nazarene University
2021

EXPERIENCE

Senior Vice President Youngstown Phantoms

June 2021 to Present

My role at the Phantoms continues to evolve and expand contributing to the organization's revenue growth. I am currently spearheading a team effort to achieve a 16% increase in corporate sponsorships this season. I spearheaded the establishment of a season ticket holder program, which has resulted in the acquisition of over 250 new season ticket holders during the 2023-2024 season, representing a remarkable 268% increase. Additionally, I oversee all social media and marketing for the team, generating growth across all platforms by 15%. I remain committed to fulfilling the vision of expanding the sport of hockey in Ohio by actively promoting and exposing our team to a market predominantly focused on football.

Development Coordinator Akron Children's Hospital

May 2014 to June 2021

I effectively managed a portfolio of corporate and individual donors, diligently cultivating relationships, soliciting gifts, and ensuring their satisfaction. I successfully secured significant donations, including a \$1 million gift, amassing a total of \$6.4 million over seven years. I played a pivotal role in overseeing the hospital's largest fundraiser, Radiothon, skillfully coordinating interviews, donor appearances, sponsorships, event apparel, and logistics. I also contributed to the success of the Clubs for Kids Golf Outing. As a liaison for the Children's Miracle Network, I actively managed over 250 corporate partners, implementing effective register campaigns and donation programs. To foster partnerships, I proactively provided proposals and sponsorship packets to potential partners and effectively communicated hospital initiatives. I also demonstrated strong leadership in forming a corporate alliance committee and a Miracle Family Team to share best practices and promote hospital engagement.

CONTACT

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RECOGNITION

USHL Organization of the Year
2022-2023 Season

REFERENCES AVAILABLE UPON REQUEST