ROD NANA DADZIE

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Creative and strategic marketing leader, living at the intersection of sports, entertainment, tech, and culture. Building brands through compelling storytelling, immersive experiences, partnerships, and platforms that drive relevance and business growth.

SKILLS:

Athlete + Brand Marketing | Sports Marketing | Strategic Thinking | Creative Briefing + Direction | Brand + Talent Partnerships | Experiential Events + Activations | Team Leadership + Building | Social Media Marketing | Influencer + Creator Strategy | Storytelling | Public Speaking | Voiceover Talent

PROFESSIONAL EXPERIENCE:

CURRY BRAND / UNDER ARMOUR — San Francisco, California / Baltimore, Maryland
Director, Global Brand Marketing + Creative — July 2022-July 2026

Led global marketing vision and creative direction for Curry Brand, a $120M annual revenue business, defining brand identity, voice, and positioning across sports, community, and culture.

- Led a creative team of 5 direct reports and served as the marketing alignment and approval point for 15+ global cross-functional teammates, keeping launches and activations tied to one brand and commercial strategy.
- Owned brand strategy and go-to-market execution for six signature footwear launches for Stephen Curry and De'Aaron Fox, achieving 100% sell-through across multiple colorway releases.
- Drove $15M+ in collaboration revenue through global partnerships with Bruce Lee ($10M+, 70% sell-through in owned channels) and Sour Patch Kids ($4M+, 100% sell-through in owned channels), plus national (SLAM Magazine) and regional (Tuff Crowd) projects, leading storytelling, experiential activations, and seeding.
- Directed integrated launches and athlete-led campaigns with NBA, WNBA, G-League, and NCAA players and global partners including the NBA, NBPA, Golden State Warriors, Unrivaled Basketball, Google, EA Sports, Sony Animation, and Bleacher Report.
- Drove strategy and execution of global experiential platforms (Curry World Tour, Curry Con, Curry Camp, Elite 24, NBA All-Star Weekend), aligning product launches, athlete storytelling, and fan engagement to drive brand heat and commercial performance.
- Established Curry World Tour and Curry Con as marquee fan engagement platforms: 10K+ annual attendees, 20M+ organic social views, 10M+ livestream views.
- Regularly presented brand strategy, creative, and results to executives, athletes, and athlete representation, shaping positioning and partnership decisions.
- Delivered outsized brand heat on a lean $2M budget by prioritizing athlete-led storytelling, partner co-investment, and high-ROI experiences.

ARTS & LETTERS CREATIVE CO. — Richmond, Virginia
Brand Strategist + Business Manager — October 2020-July 2022

Clients: NBA on ESPN, NFL on ESPN

- Served as brand strategist and account lead, partnering with creative teams to develop campaigns and storytelling platforms for major sports properties.
- Launched *It's NBA on ESPN Time*, a multi-year creative platform and brand operating system for NBA on ESPN at the start of the 2020-21 season, building toward the 2021 NBA Finals, which averaged 10M+ viewers, up 36% year over year.
- Guided creative teams with insight-driven briefs, communications plans, and audience profiles, grounded in current sports, pop-culture, and fan behavior trends.
- Built and maintained close relationships with agency clients, client-side partners, and internal business and creative teams, developing and deploying work that ranged from activations to film content to full brand systems.
- Owned client budget expectations and kept internal creative and production teams on task to deliver efficient, on-budget work.

ABAC CO. — Richmond, Virginia
Founder + Creative Director — August 2016-Present

Created ABAC Co., a culture-driven experiential platform producing original live events, with 45,000+ attendees across events over 10 years.

- Defined the brand vision, voice, and creative direction for ABAC, rooted in community, culture, music, and food-driven experiences.
- Scaled *ABigAssCookout*, ABAC's flagship event, from a grassroots activation into a 10-year Richmond tradition drawing fans from across Virginia, D.C., and Maryland, with multiple sellouts, over 21K attendees, spinoff events, and music festival ambitions.
- Developed Monumental Serve, a limited-edition brewery collaboration honoring Arthur Ashe, the City of Richmond, and West African brewing culture, which sold out across Virginia and raised over $10K for national racial equity and social justice organizations
- Led event production end to end, including programming, talent booking, partnerships, operations, vendors, and creative.
- Negotiated and managed contracts with artists, DJs, vendors, venues, and production partners to protect budget and margin.

VCU BRANDCENTER Richmond, Virginia
Brand Strategist [Freelance] August 2019-May 2021

Live Clients: Curry Brand (Under Armour), Sephina Cognac, The One Club for Creativity, DNA Seattle

- Partnered with Stephen Curry's Eat.Learn.Play foundation to fund 124 grants in literacy & sports alongside the release of the Curry 8 "Class-y Flow" sneaker colorway in honor of National Teacher Appreciation Week and Curry's mother and lifelong educator, Sonya Curry.
- Developed brand strategy and creative platform for Sephina, a newly released (2020) hybrid cognac brand inspired by Josephine Baker.
- Created a digital launch campaign for Where Are All The Black People, a conference hosted by The One Club for Creativity, aimed at leveling the playing field for Black creatives in the advertising industry.

KICKROCS Richmond, Virginia
Founder January 2010-March 2016

Solely inspired by all things hip-hop, KickRocs is a former online magazine turned digital media outlet and event planning company that delivered culturally influenced storytelling and experiences to its online and local audiences.

YouTube:
- Over 3,900 subscribers and 2.6 million views
- Key artist + influencer interactions: Bobbito Garcia, Wiz Khalifa, Ty Dolla $ign, Raekwon, Rae Sremmurd, Jadakiss, Yo Gotti, Dom Kennedy, David Banner, Chrisette Michelle, Mack Wilds, Stalley, Jhene Aiko, Ebro Darden, Sway Calloway, Jim Jones

Staple events:
- Sneakfrique: a multifaceted one-day event celebrating the core elements of being a sneakerhead—sneakers, streetwear, art, technology, and the breeding ground for all sneakerheads, Hip-Hop culture.
- Paint Your Future: a culture-led civic engagement platform using art, limited-edition product drops, and experiential activations to mobilize unregistered voters and position voting as an act of creative ownership.

VIRGINIA COMMONWEALTH UNIVERSITY / DIVISION OF BUSINESS SERVICES Richmond, Virginia
Business Manager – RamTech 2015-2019

Oversaw end-to-end operations including budgeting, buying, inventory, eCommerce, merchandising, marketing, brand activations, and customer experience for VCU's nationally recognized technology operation.

- Served as the university's account lead for Apple, Dell, and all vendor partners.
- Consistently drove annual sales revenue growth, resulting in a 34% increase from 2015 ($2.3M) to 2019 ($3.5M).
- Increased peak season (June, July, August) eCommerce sales revenue 100.8% YOY in 2019.
- Developed essential tech bundles for incoming students attending New Student Orientation, resulting in 400% sales increase in accessories category.
- Generated $135K in sales for one-day holiday event in 2016, a 170% increase from 2015 event.

Previous Roles:
Assistant Director – VCU Office of New Student & Family Programs | 2011-2015
Fiscal Manager/General Manager – VCU Student Activity Fee/Student Organization Finance | 2008-2011
Fiscal Administrator – VCU Office of the Provost: EEO/AA Services | 2004-2008

EDUCATION:

2019-2021 | Virginia Commonwealth University | VCU Brandcenter
Master's of Science, May 2021 | Concentration: Brand Strategy / Advertising

1999-2003 | Virginia Commonwealth University | School of Arts
Bachelor of Arts, December 2003 | Major: Fashion Merchandising / Marketing

PRESENTATIONS:

- Presenter, 2018 Apple Campus Store Leadership Forum "Elevating the Customer Experience" [Apple Campus – Austin, Texas]
- Keynote presenter, 2017 Apple Campus Store Leadership Forum "Enhancing the Customer Experience" [Apple Campus – Austin, Texas]
- Presenter, 2016 Apple Campus Store Leadership Forum "Campus Store Framework for Success" [Apple Campus – Austin, Texas]
- Presenter, 2016 CAMEX Annual Conference & Tradeshow "Laws of Attraction: Incentives, Promotions, Events and Sales Techniques to Attract Customers to Your Technology Store" [Dallas, Texas]

AWARDS:

- 2019 Commonwealth Award, Brief Events & Observances for "RamTech Faculty & Staff Appreciation" event – Virginia Public Relations Awards
- 2018 Safeware National Heavyweight Knockout Sales Challenge Champion – Safeware, Inc.
- 2018 Commonwealth Award of Merit, Social Media for "RamTech Summer Spotlight" - Virginia Public Relations Awards
- 2018 Capital Award of Merit, "Social Media-Organic" - Virginia Public Relations Awards
- 2015 Innovative Use of Technology Award for "RamTech Computer Concierge Service" - National Association of College Auxiliary Services