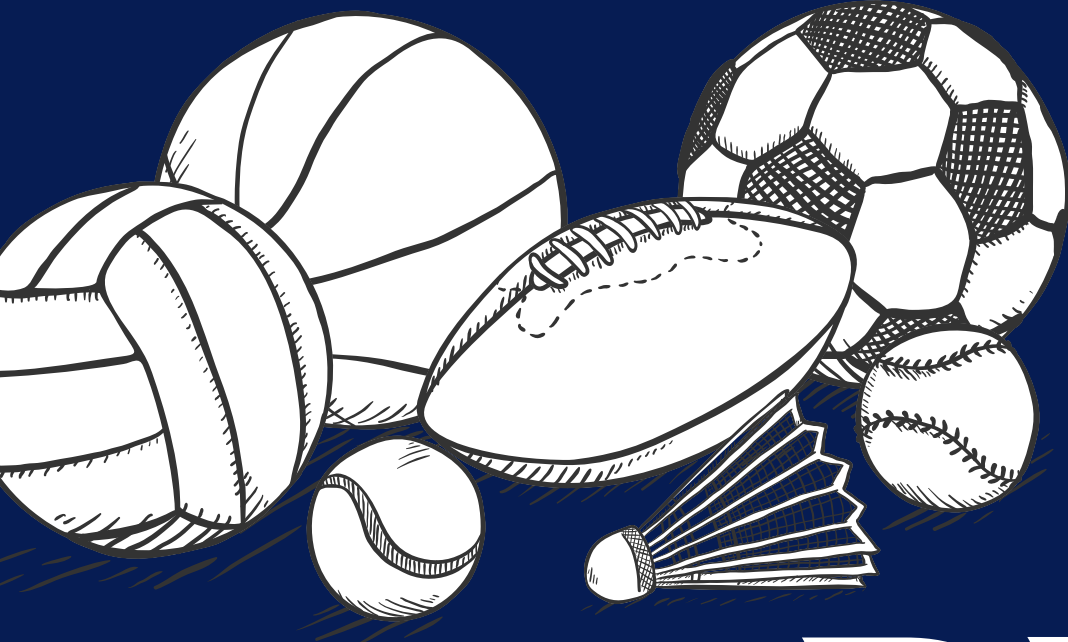




ALEJANDRA AYALA

Ayala Sports Media | ayalamarketingstrategy.com



BRAND FOCUS

I am a sports marketing strategist focused on combining analytics, storytelling, and digital strategy to help sports and athletes grow their brand, revenue, and fan engagement.

Point of Differentiation:

Unlike content-focused sports creators, my approach centers on measurable frameworks, analytics integration, and loyalty-driven growth strategy.

My brand delivers:

- Sports marketing strategy & brand positioning
- Data-driven fan engagement analysis
- Sponsorship and revenue growth insights
- Digital performance tracking
- Creative storytelling aligned with measurable results



MY STORY

Personal Brand Project

I'm Alejandra Ayala, a bilingual marketing and media professional passionate about sports, digital storytelling, and creative brand strategies. My career focus comes from seeing how sports organizations don't just sell games they build identity, belonging, and lifelong habits.

That's why I built Ayala Sports Media, a hub where I simplify marketing concepts through application blogs, case-style breakdowns, and research-backed insights with a focus on sports. I write about topics like branding, analytics, loyalty, and research methods because I believe sports marketing succeeds when teams can measure engagement without losing the human side of the fan experience.

My professional experiences reflect that blend. I supported social content and sponsorship activations with the Miami Marlins, strengthened storytelling as a writer/photographer for PantherNOW, and developed adaptable through real estate marketing work. My goal is to grow in sports marketing and digital fan engagement helping brands create stories that inspire, connect, and perform.



TARGET AUDIENCE

Primary Target:

Sports marketing decision-makers and professionals who want to strengthen **fan loyalty + digital engagement + measurable growth.**

Indicators/metrics to identify them:

- **Job titles:** Marketing Coordinator, Digital Marketing Specialist, Fan Engagement Specialist, Sponsorship Coordinator
- **Online behavior:** interacts with sports marketing content, engagement/analytics topics, strategy posts.

Segmentation categories:

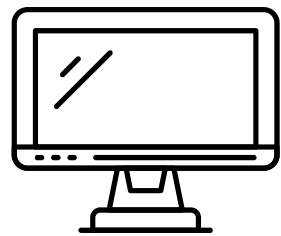
- **Demographic:** 25–45, early-to-mid career marketers (specialists, coordinators, managers)
- **Geographic:** U.S. sports market (with bilingual/LatAm relevance)
- **Psychographic:** competitive, growth-minded, curious about strategy, values learning and practical examples
- **Behavioral:** reads marketing insights/case studies, follows sports marketing content, interested in analytics and fan engagement

Subgroups most relevant to your brand:

- Fan engagement / social / digital team members
- Sponsorship & partnership staff who need stronger storytelling and proof of impact
- Graduate/undergrad students pursuing sports marketing careers

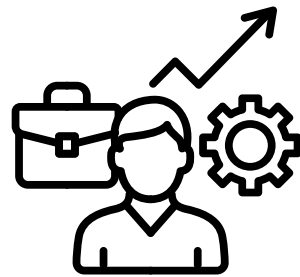


TARGET AUDIENCE



SPORTS MARKETING PROFESSIONALS

- Marketing Coordinators
- Fan Engagement Managers
- Sponsorship Strategists
- Digital Marketing Specialists
- Brand Managers



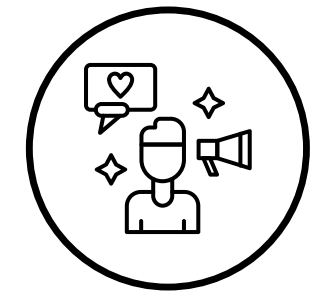
U.S. SPORTS MARKET

- Professional & collegiate teams
- MLS, MLB, NFL, NBA environments
- Bilingual market relevance (U.S.-LatAm)



GROWTH- ORIENTED & ANALYTICAL

- Competitive mindset
- Data-driven decision makers
- ROI focused
- Value fan loyalty
- Open to innovation



DIGITAL & PERFORMANCE DRIVEN

- Tracks engagement metrics
- Uses dashboards
- Tests campaigns
- Measures sponsorship impact

TARGET AUDIENCE (SECONDARY)

Aspiring marketers (students, career-switchers, creators) who want clear, research-backed guidance and real examples to apply marketing strategies confidently.

SEGMENTATION CATEGORIES:

- **Demographic:** 18–28, students/early career
- **Geographic:** FIU + broader U.S. / international student communities
- **Psychographic:** ambitious, seeking clarity and mentorship, wants a “how-to” lens
- **Behavioral:** consumes blogs, follows learning content, applies frameworks to projects

MESSAGE

“SPORTS MARKETING WINS WHEN ANALYTICS BECOMES ACTION AND EMOTION BECOMES LOYALTY.”

RATIONAL BENEFITS (RTBS):

- I translate sports marketing topics into clear, usable frameworks through application blogs and real examples.
- I apply research thinking (surveys vs experiments, cause/effect testing) and connect it to sports contexts like team campaigns.
- I build strategy with measurable outcomes in mind (engagement patterns, loyalty drivers, digital touchpoints).

EMOTIONAL BENEFITS:

- I help marketers feel clarity instead of overwhelm by simplifying complex concepts.
- Fan experience human: identity, community, and trust matter, not just numbers.

SINGLE-MINDED MESSAGE :

- I help sports marketers turn fan passion into measurable strategy, building loyalty, engagement, and long-term growth.

PLAN MY IMAGE

What Imagery (that includes you) can best convey the Message to the Target Audience?

A portrait (vertical) photo of me in a “strategy workspace” environment: laptop open with an analytics-style dashboard + a sports object (baseball/football). This visually connects my brand’s promise: sports + data + strategy + story.

How will the planned image and words combine to convey the message?

The image shows proof of my role (strategist and communicator): the sports element represents emotion and fandom, the dashboard/notes represent measurement and decision-making. The 20 words will summarize the takeaway: “analytics into action, emotion into loyalty.”

What aspects of design will I include to help convey the message?

- Clean professional styling (blazer or structured outfit) = credibility
- Sports object = identity/community
- Laptop/dashboard + notebook = strategy + analytics mindset
- Lighting: bright but focused (no clutter) = clarity and intention
- Background element: “fan journey” sticky notes = fan engagement focus



PLAN MY IMAGE

What information will my audience gain?

They will immediately understand I'm not "just a fan" or "just a content creator." I'm a sports marketing professional who translates fan behavior into strategy and measurable outcomes.

What emotions will they feel?

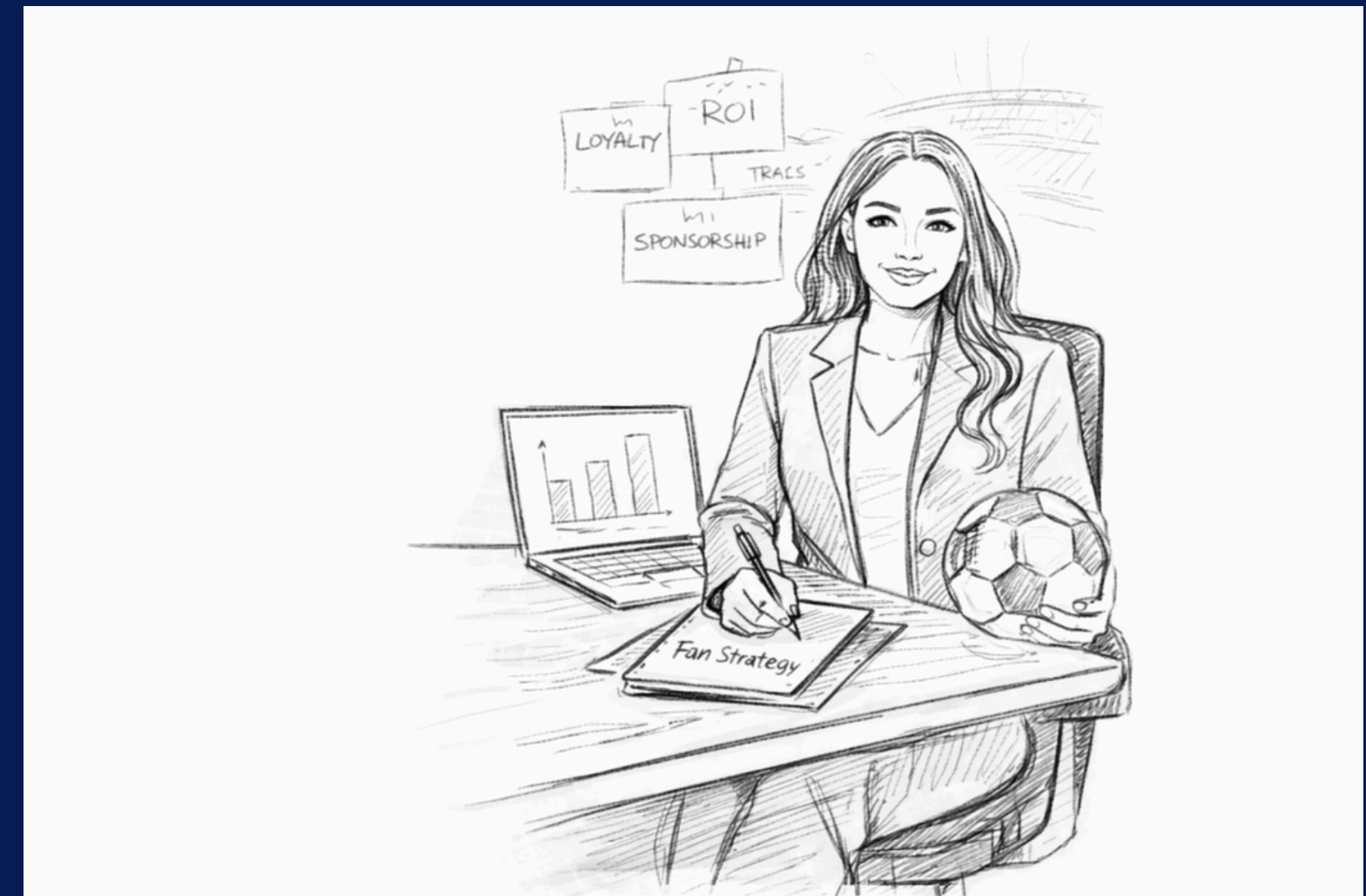
Confidence ("she's credible"), motivation ("this is actionable"), and excitement ("sports energy"), with a sense of clarity instead of confusion.

What action do I want them to take?

Follow my work in Ayala Sports Media, engage with my insights, and reach out for collaboration, content opportunities, or strategy roles in sports marketing.



DRAFTS / SKETCHES



20 WORDS

Turn analytics into action. Turn emotion into loyalty. Build sports brands fans truly live for on game day and beyond.

PHOTOGRAPH



MY EXPERIENCE

Did the outcome (photograph + words) successfully convey the intended message?

Yes. The final photograph clearly communicates my personal brand as a sports marketing strategist who blends analytics with fan emotion. The sports object represents identity and community, while the laptop and strategy notebook symbolize measurable planning and data-driven decision-making. Together with my 20-word statement, the image reinforces my single-minded message: turning sports passion into measurable performance.

How do my final image and my words combine to help convey my message? What elements of design in the final project helped to communicate my message? How?

The image visually represents the core themes of my brand: strategy, analytics, and loyalty. The soccer ball symbolizes fan passion and identity, while the laptop displaying performance metrics reinforces my analytical focus. The notebook labeled "Fan Strategy" highlights intentional planning. My professional attire and confident posture communicate credibility and authority. The 20-word statement summarizes this visually supported message, making the connection between emotion and measurable results clear and cohesive.

How did my project evolve as I moved through the creative process (i.e., from concept to working with the 'photographer' to the final project)? How did working with the 'photographer'* change my concept or design?

Initially, my concept was more general and focused only on sports identity. However, as I reviewed my website and clarified my brand focus, I realized that analytics and measurable growth are central to my positioning. I adjusted the concept to include strategic elements such as performance charts and written planning materials. This refinement made the image more aligned with my professional identity and less symbolic or generic.

MY EXPERIENCE

What was the most difficult portion of the project? Why? What could I have done differently to make this better?

The most difficult part of the project was balancing visual simplicity with meaningful symbolism. Including too many elements risked making the image look staged or cluttered. I had to carefully select only the most important objects that clearly reflected my brand pillars: sports, analytics, and strategy. If I were to improve it further, I would experiment with lighting variations and camera angles to enhance depth and visual focus.

What was the most satisfying portion of the project? Why?

The most satisfying part was seeing my website's mission translate into one clear visual representation. Instead of simply describing my brand, I was able to visually communicate my positioning in a professional and cohesive way. The final result feels intentional and aligned with my career goals in sports marketing.

What did I learn from this experience? If I were to start the project over again, what would I do differently?

I learned that personal branding requires intentional alignment between message, audience, and visual execution. Every object and design choice must support the single-minded message. If I were to start over, I would create multiple physical setups in advance to compare visual impact and test which version communicates the message most effectively within seconds.

THANK YOU

www.ayalamarketingstrategy.com