Adam Brown

SPORTS MEDIA / STRATEGIC PARTNERSHIPS / BUSINESS DEVELOPMENT
Greater Binghamton New York | Open to NYC opportunities
607 280 7871 | adamhbrown@gmail.com

Executive profile

Sports-media founder and advertising professional with more than 20 years across national publishing, television, radio, digital media and public leadership. Combines client development and commercial strategy with hands-on editorial direction, brand building and original creative work. Seeking a senior role where sports storytelling, partnerships and business development connect.

Core capabilities

Strategic partnerships • Advertising and sponsorship development • Sports editorial • Creative direction • Brand positioning • Client relationships • Digital publishing • Cross-platform campaigns • Stakeholder communications

Professional experience

Founder and Creative Strategist | Van Baa Sports & Entertainment

2026–Present | Sports competitions and original publishing

- Developed an original sports-entertainment portfolio connecting five seasonal competition frameworks, BAAs scoring, the GOAT Power Index and the fictional world of Goatville.
- Directed finished publications, visual campaigns, character concepts and public-facing websites, linking sports reporting with a coherent editorial and brand identity.
- Produced the 37-page GOATVILLE TIMES Week 8 issue, the 54-page Business and Tourism Guide and the 64-page Greatness Files as tangible examples of the creative approach.
- Built acquisition, partnership and licensing materials around the portfolio; broader platform operations and commercialization remain in development.

Television Media and Advertising | WICZ FOX 40

2023–2025 | Binghamton New York

- Connected advertiser needs with television audiences, creative messaging and client-facing campaign presentations in a local broadcast environment.

Elected Village Trustee | Village of Johnson City

2021–2025 | Two elected terms

- Participated in municipal budgeting, policy and oversight across public safety, infrastructure, parks and local services.
- Represented constituents through public meetings, community communications and decisions requiring transparent, accountable leadership.

Earlier media and advertising experience

Radio and Multimedia Advertising | Townsquare Media

Local media and client development

- Developed client-facing advertising experience across radio and associated multimedia channels.

Print and Digital Advertising | Gannett and USA TODAY Network

Binghamton New York

- Worked with local and regional advertising clients on campaign and audience-focused media solutions.

National Media and Advertising | Mediamax and Condé Nast

White Plains New York

- Built national publishing and advertising experience through media sales, client development and commercial brand relationships.

Advertising Account Executive | Vista Media Group

2004–2007 | New York City and Los Angeles

- Worked with national out-of-home advertisers and agency relationships, developing prospecting, account-management and presentation skills.

Selected creative and sports portfolio

Van Baa Sports & Entertainment Publications and Downtown Sports Nation

- Created BAA Reports, GOAT Alerts, league magazines, previews, original campaigns and repeatable editorial formats for season and tournament coverage.

Brooklyn College Athletics

- Developed The Time to Win Is Now as an independent strategy and creative proposal focused on student-athlete storytelling, program visibility, fan engagement and community connection.

Education

Syracuse University | BS Speech Communication | Honors 2004

St John’s University School of Law | Legal studies | No degree conferred

Explore the work

Founder website https://van-baa-sports-entertainment.adamhbrown.workers.dev/

Publications https://van-baa-publications.adamhbrown.workers.dev/