Turning boxing conversation into paid demand

ProBox TV | Chief Marketing Officer
March audience campaign and August 29 Martinez-Plantic subscription campaign

50,000+
Paid subscribers acquired Martinez vs Luka Plantic

84,000
Peak concurrent YouTube viewers - March event

88 million
Social views across the March campaign month

THE CHALLENGE

Sustain Lester Martinez's momentum following his high-profile draw with Christian Mbilli. The March event needed to fill a 4,000-seat arena and grow live YouTube viewership; the August event required converting audience interest into paid subscriptions.

MY STRATEGY

I developed an approach I called “the triangle”: connect Martinez, Mbilli and Canelo Alvarez through the matchups fans wanted to debate. Canelo provided a link to a larger boxing audience, while Martinez's performance against Mbilli supplied a relevant sporting storyline.

HOW I EXECUTED IT

I directed campaigns using highlights, tales of the tape, fighter comparisons and fantasy matchups. Content explored whether Martinez deserved the decision against Mbilli and how potential opponents would compare against Canelo. The approach gave fans reasons to discuss and share Martinez's story.

For August 29, I adapted the narrative around Luka Plantic's amateur victory over Mbilli. That connected the scheduled fight with the existing conversation and helped engage Guatemalan, Mexican, Croatian and Mbilli audiences.

RESULTS & LEADERSHIP CONTRIBUTION

The March campaign recorded 84,000 peak concurrent YouTube viewers, 88 million social views across the campaign month and more than 4,000 event attendees. The August 29 Martinez-Plantic campaign acquired more than 50,000 paid subscribers.

My contribution was the audience strategy, connected storylines and marketing direction. These were campaign-wide outcomes delivered across the business.

Reviving a stalled sports media audience

BoxingScene | Social Media Director, subsequently CEO
Strategy led with two social media team members and a graphic design team

14.2 million
Instagram views over a 30-day period

27k → 61k+
Organic Instagram follower growth

500k → 585k
Approximate Facebook follower growth

THE CHALLENGE

Instagram had stalled at approximately 27,000 followers and Facebook fluctuated around 499,000-500,000. Before consolidation under ProBox TV, YouTube generated approximately 150,000-200,000 monthly views. Journalists were conducting interviews that did not consistently reach publication.

MY STRATEGY

I shifted the content mix from primarily reporting news to combining news and breaking stories with deliberate opportunities for fan conversation. I led the vision with the social and design teams, using performance data to guide publishing decisions.

HOW I EXECUTED IT

We increased daily social publishing from approximately six posts to 10-15. A substantial part of the mix invited fans to debate the sport and share their opinions, giving them reasons to participate and return.

For YouTube, I established a central destination for journalists to submit interviews and a structured editing and publishing workflow. I improved video metadata, thumbnail hooks and channel presentation, addressing both content availability and its appeal to viewers.

RESULTS & LEADERSHIP CONTRIBUTION

Across my social leadership and subsequent CEO tenure, Instagram grew organically to more than 61,000 followers and reached 14.2 million views over 30 days. Facebook grew to approximately 585,000 followers. YouTube monthly views approximately doubled before channel consolidation.

My contribution combined audience strategy, team direction and publishing-process improvement: setting the content approach and establishing the workflow to deliver it consistently.