

TIM DELANEY

25 E. Los Arboles Circle, Tempe, AZ 85284 602.695.3109 timdelaneyaz@gmail.com

EXECUTIVE PROFILE

Award-winning Content, Creative, and Brand-building Executive with a 25-year track record creating robust brand identities, delivering emotionally connective content and unifying events; Marked by over 18-years driving strategic creative and marketing for the sports and entertainment industries

Innovative, forward-thinking in spearheading all creative content initiatives from strategy to execution; collaborating across numerous platforms, including: broadcast radio and TV, creative design, digital video, and social media; Directing significant revenue-generating projects under demanding deadlines

Dynamic leadership in managing projects and people, with expertise in: producing/directing live and post-produced programs, videography, editing, production design, media management, creative direction, coaching on-air talent, and budget creation/management; Innate storyteller, a master at crafting narratives

CAREER OVERVIEW

ARIZONA CARDINALS FOOTBALL CLUB, TEMPE AZ

2008-2024

- ▶ VICE PRESIDENT, CONTENT & CREATIVE (2020-2024)
- ▶ VICE PRESIDENT, BROADCAST & DIGITAL CONTENT (2012-2020)
- ▶ SENIOR DIRECTOR, BROADCAST & CONTENT (2008-2012)
- Spearheaded all content, broadcast, creative, and social media initiatives from strategy to execution including responsibility for building/managing multiple departmental budgets.
- Managed team of 30+ professionals, including: talent, graphic designers, videographers, editors, producers, and photographers with oversight for hiring and employee salary negotiations/contracts.
- Executive producer of Club-controlled radio/TV programming, digital content, in-game video content, and social media platforms.
- Regularly collaborated with ownership, general manager, head coach, and executive team to align messaging with all Club content and marketing.
- Produced more than 50 live preseason Cardinals telecasts with direct responsibility for overseeing planning, logistics, content, and overall execution while leading a cross-functional team of over 40.
- Leadership role in conceptualizing and pitching innovative ideas to key stakeholders with the NFL front-office and its global partners, successfully co-producing the first ever Amazon Prime NFL program.
- Created yearly multi-media advertising campaigns to strengthen the Cardinals brand, sell tickets/premium hospitality, and build a connection with local and international communities.
- Collaborated across multiple departments to design and project-lead meaningful initiatives from unifying fan experiences to lucrative digital media events.
- Negotiated contracts for flagship radio/TV broadcast partnerships.
- Designed and executed content plans for corporate partners that generated incremental revenue streams and growth opportunities through mutually-aligned brand objectives.

KEY ACCOMPLISHMENTS:

- Awarded national Sports Emmy award (Outstanding Serialized Sports Documentary) for role in helping create and produce first-ever Amazon Prime NFL program, *All or Nothing: A Season With the Arizona Cardinals*.
- Orchestrated 25 regional Emmy award-winning video programs, including: all-access docuseries *Cardinals Flight Plan*, historical long-form series *Cardinals Folktales*, live telecasts of Cardinals Preseason Football, and multiple feature segments highlighting the people and stories of the organization.
- Served as liaison to NFL Films for *Hard Knocks: In-season With the Arizona Cardinals*.
- Directed the creative rollout of new Team uniforms in 2023 highlighted by a teaser campaign, experiential fashion show, and live-stream of the unveiling – all within a one-month window from ideation to deployment.
- *Cardinals Flight Plan*, published on YouTube, created a yearlong connection with fans and gave them exclusive access to the Club, generating up to half-a-million views per episode.

Continued ▶

WASHINGTON COMMANDERS FOOTBALL CLUB, ASHBURN VA

2005-2008

- ▶ VICE PRESIDENT, CONTENT PRODUCTION (2006-2008)
- ▶ SENIOR PRODUCER, CONTENT PRODUCTION (2005-2006)
- Built newly formed in-house content department in June 2005, successfully overseeing the creation of several initiatives from the ground-up within a three-month timeline for execution, including: four preseason TV broadcasts for the Club's network of affiliates; Weekly half-hour children's TV program; Weekly half-hour entertainment and comedy TV program; Weekly half-hour highlights and analysis TV program.
- Oversaw all digital content for team platforms and in-stadium video content.
- Began as Senior Producer, Content Production, and was promoted to Vice President role within one year.

KEY ACCOMPLISHMENTS:

- Created multiple off-season specials, two of which were recognized as Emmy-award winning productions.
- In the second year as producer of preseason TV game broadcasts, the production was recognized with an Emmy Award for excellence in a live sporting event/game.

COMCAST SPORTSNET, PHILADELPHIA PA / BETHESDA MD

2005-2008

- ▶ EXECUTIVE PRODUCER, SPECIAL PROJECTS - CSN MID-ATLANTIC (2001-2005)
- ▶ VARIOUS PRODUCTION ROLES - CSN PHILADELPHIA & CSN MID-ATLANTIC (1997-2001)
- Producer and Creative Director for all network long-form special programming for University of Maryland Athletics, Washington Football Team, Washington Wizards, Washington Capitals, Baltimore Orioles, Washington Nationals, and DC United.

KEY ACCOMPLISHMENTS:

- Recipient of five Outstanding Program Achievement regional Emmy Awards as Producer, including special programs celebrating the careers of Cal Ripken Jr. and Michael Jordan.

EDUCATION

KUTZTOWN UNIVERSITY, KUTZTOWN PA

1992-1997

- ▶ BACHELOR OF ARTS DEGREE—MASS COMMUNICATION/MEDIA STUDIES

PROFESSIONAL DEVELOPMENT

Through Disney Institute: A Culture of Leadership Excellence (2021); Leading the Charge to Excellence (2018); Approach to Leadership Excellence (2009); Approach to Quality Service (2009)

TECHNICAL SKILLS

Expert knowledge of: Adobe Creative Suite; Tricaster live production switcher; Grabyo cloud production; Asana Project Management; Adaptive Planning budget-building software; Numerous camera formats including ARRI, Sony, Blackmagic; EditShare video server and media management

SAMPLE PORTFOLIO

<https://f.io/9obCAmCX>

Continued ▶

National Sports Emmy Award (2017)

- Outstanding Serialized Sports Documentary / *All or Nothing: A Season With The Cardinals*

Regional Emmy Awards: Rocky Mountain (2010-2023)

2023

- Sports Program / *Cardinals Flight Plan: Rising Stock* / Producer

2022

- Sports Story Content / *Cardinals Folktales: Thanks Coach* / Writer-Producer-Editor

2021

- Sports Program – Post Produced / *Cardinals Flight Plan: Virtual Reality* / Producer

2020

- Sports One-time Special / *Cardinals Flight Plan: Training Camp* / Producer-Editor
- Live Sporting Event or Game / *Cardinals Preseason Football* / Producer
- Writer-Short Form / *All AZ: Staying Together* / Writer

2018

- Writer-Short Form / *The Twelve Plays of Fitzmas* / Writer
- Sports Daily or Weekly Program / *Cardinals Flight Plan: Own The Room* / Producer-Editor
- Live Sporting Event or Game / *Cardinals Preseason Football* / Executive Producer

2017

- Sports One-time Special / *Cardinals In London* / Producer-Editor
- Interview-discussion Program / *Cardinals Flight Plan* / Executive Producer
- Live Sporting Event or Game / *Cardinals Preseason Football* / Executive Producer

2016

- Interview-Discussion Feature / *Pat Tillman Turns 40* / Producer-Editor

2015

- Sports One-time Special / *Cardinals Season In Focus* / Executive Producer
- Daily or Weekly Sports Program / *Cardinals “Zoom” (series)* / Producer-Editor

2014

- Sports One-time Special / *The Story of the 2014 Arizona Cardinals* / Executive Producer

2013

- Daily or Weekly Sports Program / *Cardinals “Zoom” (series)* / Executive Producer
- Sports One-time Special / *The Story of the 2013 Arizona Cardinals* / Executive Producer

2012

- Sports One-time Special / *Cardinals Flight Plan: The Offseason* / Producer
- Daily or Weekly Sports Program / *Cardinals “Zoom” (series)* / Producer-Editor
- Live Sporting Event or Game / *Cardinals Preseason Football* / Producer

2011

- Feature Segment / *Cardinals “Zoom” (series)* / Producer
- Sports One-time Special / *Cardinals Flight Plan* / Producer-Editor
- Individual Craft: Editor

2010

- Live Sporting Event or Game / *Cardinals Preseason Football* / Producer

TIM DELANEY

AWARDS ADDENDUM - 2

Regional Emmy Awards: National Capital-Chesapeake Bay (2001-2008)

2008

- Sports One Time Special / *Stories of a Super Season* / Senior Producer

2007

- Sports Program Feature Segment / *Remembering #21* / Senior Producer
- Sports One-time Special / *75 Years of Redskins Football* / Senior Producer
- Live Sporting Event or Game / Redskins Preseason Football / Producer

2004

- Outstanding Program Achievement / *Rob Ramsay Battles Cancer* / Producer

2003

- Outstanding Program Achievement / *Craig Candeto: Naval Academy QB* / Producer
- Outstanding Program Achievement / *Michael Jordan: The Final Chapter* / Producer

2001

- Outstanding Program Achievement / *Cal Ripken: Ironman* / Producer
- Outstanding Program Achievement / *A Farewell to Redskins* / Producer

References Available Upon Request

