HUNTER COLLINS

EVENT MARKETING / LIVE EVENTS / BRAND ACTIVATIONS

Austin, TX | (775) 229-5491 | huntercollins79@gmail.com | LinkedIn portfolio

Event marketing professional experienced in destination launches, live entertainment, and major event campaigns. Coordinates teams, creative partners, timelines, and budgets to connect strategy with on-site execution and support revenue goals.

PROFESSIONAL EXPERIENCE

Marketing Manager | COTALAND at Circuit of The Americas Jun 2026 - Present

- Launched the COTALAND brand, owning campaign strategy, creative direction, and execution from pre-opening through grand opening.
- Planned integrated launch campaigns across paid media, social, email, website, app launch, and creator partnerships with leadership, operations, and PR.
- Develop run-of-show schedules and media shot lists for entertainment, ribbon cutting, food and beverage, and fireworks.
- Manage a $2M+ annual marketing budget, media planning, and external advertising partners.
- Coordinate creator outreach, preview invitations, and check-in communications; review ticket sales and guest surveys.
- Built social audience from zero to 28,000+; manage a specialist and intern and coordinate campaign priorities in Asana.

Marketing Manager | Fontainebleau Las Vegas Mar 2024 - Jun 2026

- Planned and executed campaigns for leading DJ residencies, seasonal openings, and major events including Super Bowl, WrestleMania, and Formula 1 race weekends.
- Coordinated artists, agencies, resort teams, and creative production to align event promotions, timelines, and brand presentation.
- Oversaw a $2M+ annual marketing budget and owned strategy, creative direction, media buying, and campaign execution for LIV Nightclub and LIV Beach.
- Led the graphic design department, marketing coordinators, and interns; generated millions of dollars in ticket and table sales through marketing campaigns.

Marketing Supervisor | Tao Group Hospitality Jan 2023 - Mar 2024

- Developed Hakkasan Las Vegas marketing strategies, aligning content, venue storytelling, and live event promotions.
- Built partnerships with influencers, artists, and creators to reach local audiences and destination guests.

Marketing Coordinator | Tao Group Hospitality Mar 2022 - Jan 2023

- Coordinated on-site promotions, guest lists, and community outreach for venue events.
- Maintained campaign calendars, website updates, and email campaigns supporting guest acquisition and retention.

Member Support Coordinator | Next College Student Athlete Aug 2019 - Mar 2022

- Managed a high-volume client caseload and personalized onboarding for student-athletes and families.

SKILLS AND TOOLS

Event marketing | On-site coordination | Run-of-show planning | Partner and agency coordination | Budget management | Cross-functional collaboration | Email campaigns
Asana | Constant Contact | WordPress | SurveyMonkey | Ticket sales and campaign reporting

EDUCATION

University of Nevada, Las Vegas | B.S. in Business Administration, Marketing | 2021