



Join us for a lunch and learn on November 30th with Kyle Piercy!

PRSA
Thoroughbred Chapter



KYLE PIERCY

*Director of Marketing & Communications
Lexington Sporting Club*

November 30 from 12-1 pm at
Christian Appalachian Project

Join us for lunch, networking and a presentation by guest speaker Kyle Piercy, Director of Marketing and Communications with the Lexington Sporting Club (Lexington Pro Soccer)

This event will take place on **November 30 from 12:00 pm - 1:00 pm at Christian Appalachian Project (2528 Palumbo Dr.)** This event costs \$15 to attend and we will provide a catered lunch from Black Soil.

RSVP for this in person event at the link below. Let us know if you have any questions by emailing communications@kyprsa.org.

Registration and more information can be found at the link below!

[RSVP Here!](#)

More About our Speaker:



Kyle Piercy took over as Director of Marketing and Communications at Lexington Sporting Club in April of 2022.

Prior to joining the professional soccer team, Piercy spent five years in Danville, Ky., in the Centre College athletic department, serving most recently as Assistant Athletic Director for Communications. He was in charge of the promotion of all 24 varsity sports at the NCAA Division III school, and also handled all communications through the department's website and social media channels.

Piercy made his way back to Kentucky after spending four years at NCAA Division II University of Indianapolis, where he was a Sports Information Director. He oversaw the communication efforts for select varsity sports during his tenure in Indiana.

Throughout his professional career, Piercy has had extensive experience with content creation through photography, videography and graphic design, and has increased brand awareness and reach through traditional and social media.

Piercy graduated from the University of Kentucky with a degree in Broadcast Journalism in 2012, and earned a Master's in Sports Management from the University of Indianapolis in 2016. He currently resides in Nicholasville, Ky., with his wife of eight years, Lindsey, and their 11-year-old puppy, Chief.

From the PRSA National Blog, "PR Say"



Brand Marketing Fun-damentals that Consumers Crave

"We recently conducted [a nationwide survey](#) to uncover the temperature of fun in brand marketing, how it factors into purchasing decisions and the types of news stories consumers seek in the current media landscape... **Consumers are ready for fun.**"

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