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For Immediate Release: June 22, 2018
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A-State Names Munoz Associate AD for Marketing & Fan Engagement

JONESBORO, Ark. (6/22/18) – Arkansas State Director of Athletics Terry Mohajir announced Friday that Sarah Munoz has joined the Red Wolves' staff as Associate Athletics Director for Marketing and Fan Engagement.

Munoz is making her second stop at Arkansas State, previously serving as Athletics Marketing Coordinator in 2012 before being elevated to Assistant Athletics Director for Marketing and Fan Experience in 2013.

She returns to A-State after spending almost four years (2014-18) at Auburn in a couple of roles, including working as the Assistant Director of Marketing from 2015-18. She was a member of the Tigers' staff that is currently a 2018 NACMA Marketing Team of the Year Finalist.

"We're very excited to have Sarah back at Arkansas State," said Mohajir. "She brings strong experience with her marketing and fan engagement background, and she will be a tremendous asset to our growth."

During Munoz' time developing and implementing the marketing plan for multiple sports at Auburn, the Tigers saw significant increases in attendance, ticket sales and revenue. The women's soccer team brought in the largest home crowd for an NCAA match in 2015, while the softball program ranked second in the nation in attendance for the 2017 season.

All three seasons she worked directly with women's basketball, the sport saw an upswing in tickets sold and revenue generated. The program also posted several single-game and season attendance figures that ranked among the top-10 best in school history.

Munoz' experience also included on-field presentations and special recognitions at home football games, managing trade agreement contracts, game scripts and working closely with Auburn Sports Properties, among other responsibilities.

Her initial stint in Jonesboro also saw an increase in tickets sold and revenue generated for the football, men's and women's basketball and baseball programs. Munoz oversaw the Red Wolves' marketing efforts for its Olympic sports as well, while she was also responsible for coordinating the Red Wolves' social media marketing efforts.

Additionally, Munoz acted as the principal contact with the athletics department's web provider, managed trade agreement contracts and served as a department liaison with the band, mascot and spirit squads.

"It's an honor to rejoin the Arkansas State family," said Munoz. "I appreciate Terry Mohajir giving me this opportunity that will allow me to work alongside not only the outstanding staff, coaches and student-athletes here at A-State, but also a passionate and energetic Red Wolves' fan base."

A Topeka, Kan., native, Munoz began her career in collegiate athletics as a marketing graduate assistant at Kansas State University, where she earned her Master of Business Administration degree in 2012. She graduated from Baker (Kan.) University in 2009 with her bachelor's degree in marketing and management.