

Summary

Results-oriented Marketing Leader with 13+ years of experience crafting and executing revenue-driving strategies in B2C & B2B brand & product landscapes large and small. Recognized for adeptly blending data-driven storytelling with innovative MarTech solutions to propel growth and foster lasting consumer engagement. Successfully managed marketing budgets exceeding half a Billion dollars and leading cross-functional teams of up to 12 members in global markets. Demonstrated success with renowned brands such as Disney, Intel Foot Locker, AT&T, CA.gov, as well as nimble startups in every vertical. With deep creative roots, has developed an expertise in integrating both creative and performance led strategies across digital and traditional channels to deliver compelling brand narratives, effective customer journeys, and scalable ROI.

Experience

Consultant & Board Advisor: **Sr. Director, Growth Marketing** [11/21 – Present] **West Coast**

- Increased inbound leads by 4X MoM for a Telehealth startup through implementing a streamlined Market Research Process, messaging strategy, and launching a multi-channel AI-driven Lead Generation program
- Built a cutting-edge MarTech roadmap reaching 1B consumers for a Cannes-Winning TikTok Alpha API partner, & successfully renewed a Meta Business Partners Badge while acting as Head of Strategic Partnerships
- Expanded a Metaverse publisher's global sales to EMEA, designed GTM strategy for a podcast marketplace, and advised a Native DSP quarterly's updates and led product marketing for new programmatic capabilities

Civilian: **Director of Media Services** [11/22 – 12/23] **San Diego**

- Won \$20M+ in New Business Government contracts within a \$50M annual scope for a business running flat YoY by developing a bespoke audience-centric approach to media. Clients include California Department of Public Health, Office of the Surgeon General, and others, receiving raving reviews from Senior Clients
- Increased DAUs of LA Metro programs by 80% through planning and buying \$5M in full-funnel Traditional & Digital Media, Integrating: innovative custom OOH units, in-language Print, CTV, Local and Network Broadcast, Direct Mail, Custom Audio, HPTO's, Programmatic Display, Email, SMS, Native, SEM, Social & influencers
- Grew a \$15M portfolio spanning government and non-profit accounts in Transportation, Mental Health, and Sustainability sectors. Successfully renewed a critical 5-year contract amid a challenging PR Crisis
- Re-built an 8-person team in 6 months achieving a twofold increase in employee retention through a comprehensive departmental overhaul. Spearheaded a strategic restructuring focused on aligning with client needs, enhancing agency profitability, and fostering team development. Ideated and communicated a new team vision, implemented targeted training programs, streamlined vendor contracts, optimized operational processes, productized the Analytics Offering, and elevated leadership visibility.
- Created Civilain's DEIB committee as Committee Chair, defined goals & objectives and mission statement, recruitment strategy, annual marketing calendar and materials, and negotiated contract for agency-wide Workplace Enlightenment training program, directly contributing to agency's vision and purpose

OMD EMEA: **Performance Director** [10/17 – 11/21] **London**

- Led global digital team unlocking investments as large as \$10MM monthly across 30+ markets spanning digital strategy, activation, & insights for Programmatic, Social, Search, & Partnerships
- Grew Intel Account revenue by 5X YoY through client education, strategic annual planning, thought leadership, and negotiating incremental contracts from both B2B and B2C business units & emerging markets with improved client satisfaction scores while managing 30+ growth marketing programs and live event activations
- Implemented Intel's Adobe CRM integration across portfolio of lead generation channels, with a focus on shortening customer journey, improving creative, increasing quarterly MQLs by 2X YoY on key ABM accounts
- Hired 9 people and increased output by implementing a 90-day client success roadmap, internal training, upsell capabilities, improved relationships, negotiating \$100k+ in publisher added value, ultimately Renewing Resolution Media's largest account in EMEA, Intel, responsible for 12 people and \$10MM
- Scaled Tourism Ireland's footfall by leading a €2MM DMP integration, offline attribution model, and cross-selling €150K in OOS creative & insights while improving qualified leads through x-channel content marketing programs

- Proven innovation by challenging Nissan & Foot Locker's Digital Transformation strategies with OMD's largest partnership, doubling peak season eCommerce ROI, and presented at Meta's EMEA Summit
- Drove key operational planning and audit for an agency-wide restructure at the forefront of world's largest agency both in terms of revenue and people
- Won several new business pitches including an Amazon Seller/Vendor rev-share, Daimler (Mercedes) & the largest media contract in the UK (£600M) , UK Gov

WarnerMedia: Associate Director, Media Strategy [07/15 – 11/17] Los Angeles

- Developed a business case and launched Fullscreen's entire social product, with its own P&L, driving \$2MM+ in revenue within the first year and 2X growth YoY with \$6MM gross leading to acquisition by AT&T and Warner
- Achieved an average of 13% MoM growth with budgets up to \$500K+ earning press and awards while directing all x-channel paid media operations, sales strategy, product marketing, and partnerships
- Created proprietary ad tech and O&O inventory across a network of video publishers establishing Fullscreen as a disrupter in the paid media space
- Owned product marketing, strategy, & insights of Fullscreen's creator marketplace, and developed \$500K+ in Influencer marketing programs for key accounts including Unilever, Sony Pictures, AT&T
- Managed monthly paid media budgets up to \$1M+ for branded live events, streaming video subscriber acquisition, & creator merchandise eCommerce programs

Disney Interactive: Digital Marketing Manager [02/13 – 07/15] Los Angeles

- Increased online & offline retailer ROI by 30% YoY through developing Paid, owned, & earned social strategies for over \$1B in gaming titles, driving a higher LTV than Disney PR, Disney.com, or O&O for all mobile releases
- Spearheaded brand team's online content marketing, SEM/SEO, CRM, user acquisition, and online video across Disney's gaming portfolio, owning SOV, trending organically on social, achieving 83% YoY brand lift
- Managed creative delivery for all editorial content including live event activations, custom & long-form content for over 60 Disney-owned digital properties

Freelance: UX Designer [2010-2012] San Francisco

- Clients include Sustainable Life Media, SKYY Vodka, Earthbound Farms, Casto Travel, others

Languages

English: Native // Arabic: Fluent // Polish: Beginner

Certificates

- HubSpot Inbound Marketing Certified
- Google Display & Video 360 Certified
- Facebook Blueprint Certified Planner
- Amazon Fundamentals Accreditation
- Snapchat Ads Certified
- Amazon Retail for Advertisers Certification
- Twitter Flight School Certification

Tools

MRI Simmons, ChatGPT, Jira, Tableau, Datorama, AMS, Google Marketing Platform, Meltwater, Meta Business Manager, Amazon VC & SC, Trello, Hive, Comscore, Adform, Relay42, Sprinklr, Crimson Hexagon, 4C, Twitter Ads, Salesforce, Adobe Omniture, MOAT, Kochava, Tubular, Meta Marketing API, Adobe CS6, Snap Ads, Pinterest Ads, TikTok Ads, AdOmni, Basecamp, MediaOcean, WAM, Radian 6

Awards

- Shorty Awards - Finalist - Social Good
- AMA AMY Awards - Best Digital Campaign
- American Advertising Awards, LA - Addy Award
- Synopsis Media Social Good Awards

Education

- **Music Business: Records, Publishing, Finance** Postgraduate Short Course
City, University of London 2019-2020
- **Interactive Media, B.A Broadcast & Electronic Communication Arts**
San Francisco State University
2010-2012: graduated *Summa Cum Laude*
Best Media Writing Award, Best Art film
- **Industrial Design, B.S General Engineering**
California Polytechnic State University
2006-2010: transferred

Keywords

Strategy, leadership, Digital Marketing, eCommerce, sales, management, partnerships, martech, insights, Radio, project management, social strategy, paid social, Measurement, influencer marketing, YouTube, video strategy, content marketing, programmatic display & video, SEO, PPC, SEM, paid search, TV, Amazon, email marketing, CRM, Native, Business Development, Audience Development, Performance, Growth Marketing, DOOH, OOH, Comms Planning, Broadcast Radio & Television, Print Ads, OTA, CTV, streaming audio, lead generation, User Acquisition, Mobile, Subscriber Acquisition, Paid media, Direct Mail, DEI, negotiation, planning, account management