

Summary

Results-driven Marketing Leader with 13+ years of experience in B2C & B2B. Expert in data-driven storytelling and innovative MarTech solutions. Managed over \$500M and led cross-functional teams of up to 12 people. Proven success with brands like Disney, Intel, Foot Locker, AT&T, and startups. Skilled at integrating creative and performance strategies across digital and traditional channels for effective customer journeys and scalable ROI.

Experience

Marketing Director: Consultant & Board Advisor - [11/21 – Present] West Coast

- Increased inbound leads by 4X MoM for a Telehealth startup through implementing Market Research, Buyer Personas, messaging strategy, and launching a multi-channel AI-driven Lead Generation Always-On campaign.
- 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 Global Head of Strategic Partnerships
- Expanded a Metaverse publisher's global sales to EMEA, designed GTM strategy for a podcast marketplace, and influenced a DSP's quarterly product updates & led product marketing for new programmatic capabilities

Media Director: Civilian Inc - [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 the California Department of Public Health, Office of the Surgeon General, receiving raving reviews from Senior Clients & industry awards.
- 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
- Built and monetised new in-house audio production offering and studio, collaborated with external talent, producing radio spots, podcasts, original music for streaming and TV, generating \$100K in new revenue streams
- Re-built an 8-person team in 6 months achieving a 2X increase in employee retention through implementing new vision, team development, restructure, streamlined documentation & processes increasing productivity
- Productized analytics dashboards integrating offline & online media improving profit and leadership visibility.
- Established DEIB committee as Committee Chair, defined goals, mission statement, recruitment strategy, launched annual marketing calendar & materials, and negotiated a contract for agency-wide training

Performance Director: OMD EMEA - [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, Advertising Operations & 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: achieving improved client satisfaction scores, launching live event & DCO offerings, and leading regulatory compliance.
- Implemented Intel's Adobe CRM integration across a 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 annually.
- Scaled Tourism Ireland's footfall by leading a €2MM DMP integration, offline attribution model, and cross-selling €150K in OOS creative & insights while improving LTV through omnichannel content marketing programs.
- Won several new business pitches including an Amazon Seller/Vendor rev-share, Daimler (Mercedes) & the largest media contract in the UK (£600M), UK Gov, while onboarding a complex new global client
- Proven innovation by challenging Nissan & Foot Locker's Digital Transformation strategies with OMD's largest partnership, doubling peak season eCommerce ROI on Footlocker.com, and presented at Meta's EMEA Summit
- Owned key operational planning and audit for a global agency-wide restructure at the forefront of world's largest agency, built pricing strategies, global training docs & multi-market playbooks with visibility of C-Suite.

Associate Director, Media Strategy: Warner Bros. Discovery - [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, measurement, and partnerships.
- Designed, built, & sold proprietary ad tech and O&O inventory across a network of social video publishers, establishing Fullscreen as a disrupter in the paid media space: managed team of Engineers, Data Scientists, & Designers winning national Hackathon and attention of top AT&T execs, gaining access to Meta's Video beta
- Owned product marketing, strategy, & insights of Fullscreen's creator marketplace, and developed \$500K+ in Influencer marketing and music programs for key accounts including Unilever, Sony Pictures, AT&T, and more
- Managed monthly paid media budgets up to \$1M+ for branded live events, streaming video subscriber acquisition, and creator merchandise eCommerce campaigns.

Digital Marketing Manager: The Walt Disney Company - [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 Games team's online strategy for content marketing, SEM/SEO, CRM, user acquisition, and OLV across Disney's gaming portfolio, owning SOV, trending on social media, and achieving 83% YoY brand lift.
- Produced creative content for over 60 Disney-owned digital properties including live event activations, custom & long-form content, evergreen social, influencer partnerships, x-channel promo, blogs, and YouTube channels.

Product Designer: Freelance - [07/10 – 12/12] San Francisco

- Clients include: SKYY Vodka, Sustainable Life Media, Earthbound Farms, Casto Travel, Speech Morphing Inc.

Certificates

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

Awards

- *Shorty Awards - Finalist - Social Good*
- *AMA AMY Awards - Best Digital Campaign*
- *American Advertising Awards, LA - Addy Award*
- *Cynopsis Media Social Good Awards*
- *SMANA Social Marketing Awards*
- *BEA Awards (08/11 & 08/12)*

Education

- **Certificate - Music Business: Records, Publishing, Finance**
City, University of London
10/19 - 03/20
- **B.A. - Interactive Media, Broadcast & Electronic Communication Arts**
San Francisco State University
09/10 - 07/12: graduated Summa Cum Laude
- **B.S. - Industrial Design, General Engineering**
California Polytechnic State University
08/06 - 08/10: transferred

Skills

ABM, influencer marketing, YouTube, content marketing, programmatic display & video, PPC, paid search, CTV, Amazon, UX, email marketing, SEM, DOOH, Branding, Performance Marketing, CRM, Growth Marketing, Broadcast Radio & TV, OOH, Web Design, streaming audio, Spotify, lead generation, Acquisition, Mobile advertising, Business Development, media planning, Graphic Design, Finance, account management, direct response, customer journeys, audience development, Audio & Video production, Product management, Automation, social media, Marketing Technology

Tools

MRI Simmons, ChatGPT, Jira, Tableau, Datorama, AMS, Google Marketing Platform, Meltwater, Meta Business Manager, Amazon Vendor & Seller Central, Trello, Hive, Comscore, Adform, Relay42, Sprinklr, Brandwatch, 4C, Twitter Ads, Salesforce, Final Cut, Adobe Omniture, MOAT, Kochava, Tubular, Pro Tools, Meta Marketing API, Photoshop, Snap Ads, Pinterest Ads, TikTok Ads, DCM, AdOmni, The Trade Desk, Basecamp, MediaOcean, WAM, Illustrator, HTML, CSS, Google Ads, DV360, GA4

Music

20+ Years as a Musician & Producer. Registered PPL/PRS Songwriter & Artist with 50K Annual Streams, national touring experience, Global Radio Airplay, Live Session work, Hollywood Film credits, 4 years in Radio