

**QUALIFICATIONS PROFILE**

**CONTENT AND DATA DRIVEN MEDIA STRATEGIST**

Experienced and knowledgeable Media Strategy Professional responsible for the creative concept development and implementation of strategic client media campaigns across multiple channels. Thrives in fast paced environments working on large-scale campaigns while staying informed of the ever-changing digital marketplace. Known and regarded as a strong communicator, fearless risk-taker, and metrics-driven.

**AREAS OF EXPERTISE**

Account Management | Sales Data | Reporting | Media Placement | Process Development | Client Relationship Building | Team Building | Negotiations | Project Management | Program Development | Campaign Reporting | Content Distribution

**PROFESSIONAL EXPERIENCE**

**NATIONAL FOOTBALL LEAGUE – NEW YORK, NEW YORK**

**SENIOR, INTEGRATED MARKETING MANAGER**

2017-PRESENT

- Oversee the development and execution of content sponsorships through the implementation of custom built creative, content activation of branded articles, video channel integrations and social sponsorships.
- Oversaw the strategy and execution of approximately 10,000 social posts across Facebook, Twitter and Instagram. Which in 2019 aided in social sales exceeding its revenue goal by 53%.
- Launched and maintained Pizza Hut partnership with multi-content digital executions totaling 200M impressions including Homefield Heroes, Homegating with Pittsburgh Steelers, Seattle Seahawks and Los Angeles Rams, and Huts for History.
- Oversaw the development and execution of digital sponsorships for NFL tentpole events including Super Bowl 53, Super Bowl 54, 2018- 2020 NFL Combine and Draft events.
- Co-chair of NFL Employee Resource Group; Black Engagement Network responsible for the recruitment, retention and advancement of black talent.

**ORLANDO MAGIC - ORLANDO, FLORIDA**

**SOCIAL STRATEGY MANAGER**

2016-2017

- Strategy and branded content lead on Orlando Magic official social handles, secured launch of Snapchat channel; oversaw an 20-30% increase in followers, engagement and video views.
- Worked closely with Corporate Partnerships team to ideate and execute campaigns for partners including Walt Disney, Southwest Airlines, Gatorade, Chase Bank and Papa Johns.
- Responsible for budget management, campaign report outs and providing recommended optimizations based on desired KPIs for both organic and paid campaigns.
- Supervised Social Media Coordinator and managed internal creative departments to ensure on time launches through creative briefings and asset management.

**MEC GLOBAL - NEW YORK, NEW YORK**

**OMNI-MEDIA STRATEGY PLANNING MANAGER | L'OREAL**

2016-2016

- Omni-Channel media strategy lead on L'Oreal's Multicultural Beauty Division (Soft-Sheen Carson and Carol's Daughter) and L'Oreal Professional Products Division (Redken, Kerastase, Matrix, Kiehls, Dessange, Mizani)
- Responsible for planning and maintenance of all initiatives across T/V, print, digital, programmatic, and social for the L'Oreal MCB and PPD divisions.
- Responsible for creative asset and budget management, campaign report outs and providing recommended optimizations based on desired KPIs.
- Supervised associates across both planning and activation teams to ensure day-to-day account needs are met.

CARAT - NEW YORK, NEW YORK

DIGITAL MEDIA PLANNER | CADILLAC

2015-2016

- Effectively developed and executed digital marketing programs for Cadillac vehicle launches and brand initiatives through cross team coordination including creative, activation and investment.
- Provided strategic optimization recommendations to senior teams and clients to improve media performance and maximize ROI results.
- Created and maintained media plan flowcharts and media buy authorizations upwards of \$25 MM.
- Multicultural lead assuring the brand's presence in relevant diverse markets, which resulted in obtaining a 20% spend increase in budget.
- Project lead on Escalade model year refresh that resulted in 133 Homepage takeovers, Print, OHH and Experiential that accounted for a 25% increase in sales.

CARAT - DETROIT, MICHIGAN

DIGITAL MEDIA PLANNER- SOCIAL SME | CHEVROLET RETAIL

2014-2015

- Evaluated, negotiated, and maintained digital media campaigns across General Motor's nameplates.
- Worked with planning, analytics, and operations teams to ensure proper campaign launches.
- Developed and maintained media plans, buy authorizations, optimizations, and campaign recaps.
- Social media subject matter expert providing insights and recommendations on emerging platforms.
- Digital Investment: regional, automotive, and social category purchasing lead.

FREELANCE - DETROIT, MICHIGAN

SOCIAL MEDIA CONSULTANT

2014-2015

- Serviced local businesses and non-profits in an effort to expand organization's consumer reach through social media strategies.
- Consulted with clients on short and long-term business goals to create a social media and web presence to fit company's objectives and goal.
- Designed tailored social media marketing strategies and proposals to assist in companies' digital engagement efforts.
- Managed client's social media accounts as needed.

EPRIZE - PLEASANT RIDGE, MICHIGAN

PROJECT COORDINATOR

2012-2013

- Coordinated project development and scope plans to ensure high quality and flawless execution.
- Accomplished work requirements by on boarding, training, assigning scheduling, and coaching team members when needed.
- Met work standards by following production schedules, and ensuring quality assurance by resolving operational problems and identifying work process improvements.
- Met cost standards by monitoring expenses and implementing cost-saving actions.

EDUCATION

**Michigan State University, East Lansing, MI**  
**Bachelor of Science, Media Communication & Technology**  
**Specialization: Media Management Research**  
**May 2012**

TECHNICAL ACUMEN

Windows | Mac OS | Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook) | Basic HTML  
| Google Applications | Google Analytics | Prisma | Comscore | Tableau | Smart Sheets | Media Tools | PrintPak Report  
Writer | Clear Decisions | Media Mix | Competitrack | WorkZone | Crowdtangle | Facebook Audience Insights | ENPS