

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 - LOS ANGELES, CALIFORNIA

INTEGRATED MARKETING MANAGER 2017-PRESENT

- Oversee the execution of sold content sponsorships through the implementation of custom built creative, content activation of article sponsorships, video channel integrations and social sponsorships.
Support the development of new multi-platform sponsorship opportunities across NFL Digital Media properties.

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.
Created and presented monthly competitive reports to senior management and clients.
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