

**PROJECT HIGHLIGHTS**

2016 OMNI-MEDIA STRATEGY PLANNING MANAGER | L'OREAL

- L'Oreal Multicultural Beauty 2017 Strategy: Co- Lead
  - Charged with developing 2017 GTM strategy for 13 products across various divisions including three new product launches.
  - Partner briefing lead; charged with briefing various partners for 2017 brand initiatives.
- Soft Sheen Carson Q2-Q3 Digital Programmatic Initiatives:
  - Charged with actualizing year to date spend across portfolio to assess Q3 spend availability.
  - Programmatic partner and targeting evaluating to ensure products were supported within appropriate channels.
- Carol's Daughter Q2-Q3 Digital Programmatic Initiatives:
  - Charged with actualizing year to date spend across portfolio to assess Q3 spend availability.
  - Programmatic partner and targeting evaluating to ensure products were supported within appropriate channels.
- Dark & Lovely Wendy Williams Integration:
  - Worked with TV and client leads to plan a 6-8 week integration, in 3 weeks that resulted in a brand lift and sales across Fade Resist and Au Naturelle portfolio.
    - TV integration was supported through digital, social and print tactics to provide a 360 program.
- Carol's Daughter Born and Made 2.0:
  - Reinvented the Carol's Daughter Born and Made organic social campaign into a paid media initiative that included video distribution, display banners, user generated content, press write-ups and influencer content.
    - Results: 52MM impressions, 3MM Video Views, 500K clicks to site, 40K various engagements on social media.
- Matrix Total Results:
  - Full year programmatic initiative designed to drive coupon downloads and build brand's CRM database through high-impact rich media creative and various targeting segments.
    - Results TBD
- Kerastase:
  - Nutritive Hair Language: Launched brand's first digital campaign supporting content distribution through video and social channels.
    - Results: 825K video views on YouTube with a VTR exceeding benchmark by 15%, social yielded over 3M impressions, with great results for Brand Ad Recall.
- Redken:
  - Genius Wash: Digital initiative surrounding brand's 'halo' line through interactive quiz that will drive 30K in samples and increase the brand's CRM database by 17K new consumers.
    - Results TBD

2016 DIGITAL MEDIA PLANNER | CADILLAC

- CT6-Vehicle Launch:
  - Lead on Digital Sponsorships
    - Charged with vetting digital sponsorships and working with publishers to tailor sponsorships to vehicle's needs.
  - Executed the only Total Market initiative for the vehicle launch with a 360-program sponsorship with Essence Magazine
  - Initiated first to market opportunity to assist with the "Surprise and Reward" element of new vehicle launch in partnership with Robb Report.

- XT5- Vehicle Launch:
  - Lead on Digital Sponsorships
    - Charged with vetting digital sponsorships and working with publishers to tailor to sponsorships to vehicle's needs.
- Mobile Strategy:
  - Apart of small team charged with research developing and implementing an innovative mobile strategy to further brand's efforts to align with target audience needs.
- 2016 Oscars Lead:
  - Digital lead tasked with working with ABC and creative partners to tailor specific commitments to this year's vehicle strategies.
  - Lead on both Brand and CT6 homepage takeover and video seeding initiatives, totaling 2MM in spend.
- NYFW Men's:
  - Agency lead tasked to work with cross agency partners to amplify Cadillac's presence as lead sponsor of New York Fashion Week: Men's.

#### 2015 DIGITAL MEDIA PLANNER | CADILLAC PROJECT HIGHLIGHTS

- Cadillac Entourage Integration- Role: Assisted
  - Developed a digital plan to amplify the brand's integrations in the box office movie Entourage
    - High impact integrations with both Hulu and YouTube
- Programmatic Efforts- Role: Lead
  - Private Marketplace initiative was Cadillac's highest performing digital campaign of 2015
- Multicultural
  - ESPN Deportes- Role: Lead
    - Resulted in the first Hispanic iteration of the new Cadillac Dare Greatly advertising running in Print and Digital
    - Program was adopted by Cadillac South American teams in 2016
  - First General Motors Brand to get LGBT efforts approved as a Multicultural strategy
  - Increased overall multicultural spend by 20%
- Q4 Escalade Awareness- Role: Lead
  - Multi-million dollar 3 Phase campaign that included:
    - 133 Digital Homepage Takeovers
      - Commercial generated over 2MM views on brand's YouTube channel
    - Multiple OOH placements in key areas such as Grand Central Terminal, Times Square and various placements in key markets across the US
    - Print
    - TV
    - Experiential
      - AMA Black Ball
      - NY Times Great Performers
      - Social Photo shoot with GQ

#### 2014-2015 Digital Investment- Social Media SME | General Motors Project Highlights

- Chevy Traverse Back to School
  - Negotiated and executed the first paid Automotive ad to run on Pinterest
- Chevy Global Shirt Reveal:
  - Negotiated and executed Thunderclap program to assist in amplifying Chevy's jersey reveal for the World Cup initiative via Twitter.

- Rate Card Negotiations:
  - Garnered 12% YoY savings across Regional, Automotive, Ad Networks and Social partners.

Facebook:

- Negotiated and managed first automotive ad to run a video takeover on Facebook.

Lead Buyer on Chevy Retail Events:

- Chevy Truck Month
- Summer Sales Event
- Presidents Day
- Year- End Sales Event
- Breast Cancer Awareness Test Drive

2012-2013 EPRIZE – PROJECT COORDINATOR HIGHLIGHTS

- Dell Teacher Appreciation Giveaway
- Biscoff Fastest Finger Giveaway
- Launched Windows Nokia Lumia 920 Phone in partnership with Wal-Mart Stores
- Seattle’s Best Coffee Facebook Promotions
- Aria Hotels- Vegas Getaways “Choose Your Own” Adventure
- Dole Squishem’s Launch

EARLIER CAREER

2012-2013 CHALLENGE DETROIT HIGHLIGHTS

- Matrix Human Services:
  - Employment: worked with Employment department to develop a yearlong plan to increase program efforts to extend to basic computer skills and awareness of available resources within the Matrix community.
- Light Up Livernois- DCDC
  - Worked with design students at Mary Grove University to develop a neighborhood pop-up to spark the return of the historical Detroit Fashion District
- Health & Wellbeing with Beaumont Health System
  - Worked with Beaumont Health Systems to evaluate potential elementary schools to collaborate with new health initiatives.
    - Program was featured on BBC
- For more information regarding Challenge Detroit, initiatives participated in please visit [ChallengeDetroit.org](http://ChallengeDetroit.org).

EDUCATION

MICHIGAN STATE UNIVERSITY, EAST LANSING, MI  
 BACHELOR OF SCIENCE, MEDIA COMMUNICATION & TECHNOLOGY  
 SPECIALIZATION: MEDIA MANAGEMENT RESEARCH  
 MAY 2012