

MARKETING EXECUTIVE EXPERIENCED IN EMERGING MEDIA TECHNOLOGY

- Marketing expertise attained from both global enterprises and venture-backed startups; orchestrating comprehensive multi-channel demand driven consumer campaigns, including industries with consumer media controversy along with intense regulation and multiple key stakeholders.
- Passion for consumer digital efforts leading brand strategy and director level marketing initiatives, which include cross screen extension & limitation strategies, ad targeting beyond age & gender, media convergence, and increasing engagement within entrepreneurial type ventures.
- Creative, energetic, solutions-oriented senior level product/brand manager with an intuitive skill set for problem solving, creative optimization and streamlining processes in order to execute and deliver on brand strategies.
- Proven track record in dynamic and competitive industries assigned to top selling, high revenue brands with the ability to thrive under pressure in both large and small organizations.

CORE COMPETENCIES

Integrated Media Marketing Manager
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Traditional & Digital Content Strategist
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Digital Media Video Platforms, Players and Technologies
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Commanding & Innovative with Over 15 Years Marketing Experience
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Critical Examiner of Numerous Market Research Tools
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PROFESSIONAL EXPERIENCE

Maverick New York • New York, NY • Los Angeles, CA

January 2011 – Present

Start-Up Marketing Consultant

Work with various venture-backed start-ups across industries consulting on market development and customer acumen.

- **Luxury Apparel eCommerce.** Tasked to set up a network of new leads for TheRealReal and Peach social commerce start-ups. **Retail and Consumer Packaged Goods.** Assessed drug stores, grocery stores, value stores and club stores as the next frontiers for strategic growth for Dream Water. Launched programs in social media environments such as Facebook, Twitter, blogs, and Magento eCommerce platforms to drive acquisition.

Verizon FiOS TV Advertising • New York, NY

July 2013 – July 2014

Senior Sales Channel Manager, Advanced Digital Advertising

- **Go-to-Market Multi-Screen Ad Technology Products.** Responsible for managing product completion for non-linear brand extensions, device/cross screen extension and monetization strategy in the FiOS Advanced Digital Video space. Assessed non-linear channels including multi-screen forecasting and strategic business relations with interactive media companies, ad tech partners, digital content re-sellers, and others in the ad network, programmatic video marketplace in order to open new pathways for monetization due to device fragmentation realities with traditional media.

Cox Media Group • New York, NY

August 2012 – December 2012

Senior Marketing Channel Manager, Digital & Mobile Business Unit

- **Emerging Media.** Learned the complex nature of the ad network and media buying industry-expanding skill set.

Pfizer Inc. • New York, NY

January 1999 – October 2010

Marketing, Consumer Brand Channel Manager

Efforts included branding, positioning, creative strategy, content development, promotional material, trend research consumer insights, proposal development/budgeting, integrated public relations and communications planning.

- **Consumer Strategy:** Led 24-month strategic development of direct-to-consumer (DTC) acquisition vehicles including marketing plan that outlined intent, approach, key benefits, behaviors, competition, tactics and overall business objectives; persuaded management to spend an initial \$22MM and later another \$125MM for digital, TV and Print media. Led analysis for most efficient media mix to achieve 75 – 85% reach with TV, print, and online platforms.
- **Managed P&L budget,** tracking expenses, projecting/forecasting costs and performing cost cutting analysis.

- **Managed Direct-to-Consumer Marketing.** Drove TV advertising initiatives for numerous viable ad ideas to communicate the brands value proposition. Led efforts for agency selection, campaign development, qualitative research (evaluated 13 creative ideas), quantitative research for the top 3 creative ideas for both TV and Print, regulatory pre-clearance, production, media purchase, GA launch, strategic vision of pool outs, and incorporation into the broader consumer platform. Realized 43% increase in brand awareness (vs. 23% DTC norm) based on diagnostics results with 68% of consumers taking subsequent action, and 148% ROI for brand direct marketing tactics.
- **Market Research.** Conducted personality and brand essence evaluation to understand target insights, key barriers, help with prioritization of message communication, tone, character and setting development to create best in class urgency to take action offline advertising. Vetted physician and consumer interpretations and opinions of products through series of 8-10 focus groups for one campaign and Awareness & Usage Studies (A&U), bringing in 20 unique participants to each group. Constructed questionnaires, oversaw interviews, and altered strategies to ensure interviewers investigate all leads.
- **DR Print and Radio.** Developed and executed consumer strategy for direct marketing, DR print and radio campaign; initiated call back research with ad responders to refine and improve. ROI study provided a 4% conversion rate and 128% ROI on direct mail initiatives and increased online conversion by 5%. Produced multiple radio spots to run across 40+ high performing markets including Spanish “trans-created” versions.
- **Media and Advertising Partners** included Network & Syndicated Programs: CBS News, Dancing with the Stars, Dr. Phil, Ellen, Judge Judy, Two and a Half Men; Cable Networks: A&E, CNN, MSNBC, TBS, TNT, US News; Print Media: Country Living, Newsweek, Parade, Time, USA Weekend, Wall Street Journal along with managing these efforts across five consumer partner ad agencies.
- **Operating Plans.** Propose resulting marketing strategies to senior management. Responsible for monthly, quarterly and yearly campaign status reports to senior management including identifying DTC metrics for success, trackers to measure pre-and post-campaign launch across KPI's including attitudes, awareness and impact.
- **Digital Integration.** Holistic approach process ensured creative integration with both offline and online media channels. Developed large-scale digital programs for the Lipitor.com franchise including re-designs, web maintenance, SEO, flash, video and rich media banner advertising, SEM, call center, and e-mail campaigns achieving #1 market leadership position within digital space.
- **Opinion Leaders.** Proactively developed and maintained relationships with opinion leaders and national professional associations (e.g. American Heart Association) to develop educational outreach initiatives.
- **National Sales.** Led Plan of Action Team that worked with 10+ field offices and 8 internal partners to restructure national marketing strategy and regional accountability. Launched a novel loyalty and sweepstakes field sales program that resulted in a 1% decline in competitor efforts accounting for ~\$500MM in sales.

G.S. Schwartz • New York, NY

September 1997-January 1999

Public Relations Account Executive, Consumer Brands

Managed six different consumer clients, including writing press releases, proofreading, securing print and TV spots and other publicity. Coordinated various different marketing tasks including press kits, direct mail and researching media hits.

Calvin Klein Jeanswear • New York, NY

September 1996-September 1997

Sales Account Executive, Fashion Apparel Division

Worked directly with national chain and specialty stores, including creating distribution plans to ensure apparel execution across local and national department stores. Supported event planning for MAGIC, the bi-annual clothing tradeshow and attended to assist with on site tasks and spot fashion trends with mid-range chain distributors.

EDUCATION

New York University • New York, NY

School of Continuing and Professional Studies, Division of Programs in Business, Marketing and PR

Social Media Marketing Strategy and Execution Intensive, Summer 2011

Digital Strategy Intensive: Creating Synergy in Your Marketing Program, Summer 2011

Texas A&M University • College Station, TX

Bachelor of Arts in Communications, Minor in Marketing