

SUMMARY

Driven leader with concentrations in global brand and film marketing with both in-house and agency experience. Strong leadership and communication skills with a passion for curating social media strategies, streamlining barriers to execution, influencer partnerships, and producing digital content.

WORK EXPERIENCE

Microsoft, Los Angeles, California

October 2022 – Present

Director of Social Media

- Lead a team and tap into the diversity and strengths of each person, create a clear vision, and guide the work to build on the performance of Microsoft's social media efforts.
- Build and execute a connected and measurable business and communications strategy that leverages social media innovation and creative expression to deliver on communications and brand objectives.
- Cultivate strategic relationships and collaborate across multi-discipline teams in marketing, communications, and business groups to help evangelize the opportunity and vision of social media as a communications vehicle.
- Provide thought leadership by co-developing social media standards and practices for the company, assessing future-oriented social media technology and storytelling methods.

Dentsu Creative, Los Angeles, California

February 2022 – August 2022

Director, Social Marketing & Strategy

Client: Mondelez - Sour Patch Kids, Chips Ahoy!, Swedish Fish, Nutter Butter, Trident, Halls, Triscuit, belVita

- Oversaw a team of 20 executing social marketing campaigns across 8 iconic CPG brands.
- Developed and launch organic social strategies on O&O TikTok, Instagram, and Twitter channels.
- Built relationships with clients, collaborate with cross-functional agency leads and mentorship of the social team.
- Identified opportunities to engage in pop culture in new ways, maintaining a relevancy with Gen Z and millennials.

Mattel, El Segundo, California

April 2019 – February 2022

Global Digital Marketing, YouTube & Digital Strategy

- Led the International YouTube Strategy across the portfolio of core brands (Barbie, Hot Wheels, Fisher-Price, Thomas & Friends, Polly Pocket, Enchantimals).
- Partnered with YouTube to secure 9 international YouTube Kids Guest Pick List to debut Barbie's "We're Taking Over" official music video. Reached over 10 million global views.
- Scaled Barbie, Hot Wheels, Polly Pocket, and Little People business internationally by launching 17 new YouTube channels with programming and always-on media support.
- Oversee \$5MM incremental department budget to be primarily used towards international localized content

Paramount Pictures, Hollywood, California

September 2016- March 2019

Assistant Manager, Digital Marketing

- Led production and execution for social media, international media buy creative, and toolkit banner assets by briefing vendors, reviewing initial concept pitches, launching, and delivering files for all international markets.
- Developed and managed production for games, websites and ticketing platforms, stickers, Facebook canvas units.
- Collaborated to devise international digital strategy through department synergy, competitive research, data and analytic tools to execute international theatrical digital campaigns in 70+ markets.

NBCUniversal, Universal City, California

January 2016- August 2016

Digital Marketing Coordinator

- Managed Universal CMS to support content and copy changes on various platforms while working with Brand team and vendors on obtaining creative assets to support and sustain launch of new attractions.

EDUCATION

Carroll University, Waukesha, Wisconsin

Bachelor of Science, Major: Marketing, Organizational Leadership, Minor: Communication

SKILLS

General Assembly (CM1) | ViacomCBS Leadership Certified | YouTube Growth Certified | Goat Yoga | TikTok Creator