

# RESUME SAMPLE | MARKETING & BRAND LEADER

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## Authentically Connecting Brands with Consumers to Unlock Growth

Optimizing Messaging, Channel, & Platform Approach | Driving Brand Trust | Differentiating Strategy

Brand steward and strategy executive who builds teams and cultures that celebrate diversity of thought and deliver innovative, award-winning ideas. Trusted partner to commercial leadership who bridges strategy and execution, empowering brands to communicate with transparency and creating moments where brands interact authentically with consumers. Expertise managing multimillion-dollar budgets and programs for global CPG, financial services, and tech/telco brands.

## LEADERSHIP HIGHLIGHTS

- **Outperforming Targets:** Finished 2020 27% above pre-pandemic projections at ABC, driving organic growth through strategy innovation and initiating/leading challenging client conversations to align resources with expectations.
- **Innovating Strategy:** Built and exponentially expanded pioneering social practice at CDE, pitching capabilities and growing division to 30% of total revenue (ultimately acquired by Accenture Interactive).
- **Award-Winning Creative:** Led teams in delivering award-winning creative, garnering industry/partner recognition including Cannes Cyber Lion shortlist (Brand • 2018), Facebook Studio Silver Award (Brand • 2018) and Johnson & Johnson's James E. Burke Award (Brand • 2017).

Brand Building & Awareness • Business Development • Leadership & Mentorship • Stakeholder Management • Innovation  
Revenue Acceleration • Brand Positioning • Cross-Channel Campaigns • Media Mix Strategy • Social / Influencer / Digital

## PROFESSIONAL EXPERIENCE

ABC, a Publicis Agency, New York, NY

Oct 2016 – Present

**Acting Managing Director & Head of Client Services** (Mar 2020 – Present) • \$77M budget and portfolio accountability for ABC and sister agency. Direct report to President/COO. 50-person direct/indirect team. Member of executive leadership team.

Helm client leadership for both agencies, championing holistic focus on client health to drive organic growth as agencywide touchpoint for all client delivery and servicing initiatives. Direct team of 30 client service professionals who advocate on behalf of clients internally. Lead scoping, pricing, and cadence for agency client relationships that include Visa, Target, and General Mills.

- **Surpassed pre-COVID revenue commitments by 27.4%** with growth highlights that include +100% increase in billings with global financial services client.
- **Initiated challenging conversations around DE&I internally and with client leadership** to promote change, acceptance, and introspective evaluation of language, attitudes, and ideas. Co-led *Language Matters* seminar on navigating difficult client conversations that armed teams with tools to pause, empower, and respectfully recommend alternative choices.
- **Restructured and recalibrated team** to better align talent with client needs and retention/growth targets.
- **Implemented training program** in 2020 to create renewed focused on client service excellence to ensure readiness for ramp up to accelerated growth focus in 2021, which will encompass revenue responsibility at all levels of client leadership.

**SVP, Strategy** (Oct 2018 – Mar 2020) • 20-person team and \$40M revenue responsibility. Strategy lead agency-wide across social, activations, and brand.

Promoted to oversee strategy across brand planning, social media, connections, and innovation disciplines. Set cadence, go-to-market plan, and high-level roadmap. Worked closely with counterparts across Publicis enterprise to promote cross-selling and better leverage interagency capabilities for clients.

- **Strengthened partnerships and collaboration** among interagency peers within Publicis.
- **Led team in strategy for rebranding**, synthesizing research into Gen Z focused channel-agnostic brand positioning that achieved millions of impressions across traditional/digital channels.

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ABC, a Publicis Agency, New York, NY

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**VP, Activation – Social Strategy** (Oct 2016 – Oct 2018) • \$20M budget. 6-person team. Member, Publicis Facebook council.

Recruited back by new CEO and charged with pivoting agency strategy in line with renewed focus on digital and social. Defined and implemented agency POV and service offering in social, paid media, and emerging platforms.

- **Rebuilt activation department**, hiring and developing best-in-breed social strategy team.
- **Won Fortune 25 AOR** for community management across multiple brands.
- **Created new engagement model to secure AOR business**, establishing shared vision and foundational process to serve as partner to client in creating internal social creative/strategy team.

CDE, New York, NY

Sept 2015 – Oct 2016

**Account Director, Social Lead – Telco** • \$25M budget and 10-person team. Social media director and primary POC.

Set global social strategy for Fios/Wireless, from brief creation to content development and execution, for both social-only and digital campaigns. Managed relationships with partner agencies and social platforms.

- **Directed social integrations for launch of iPhone 8** that included Twitter/NBA activation—fantasy mobile app experience (shortlist for Cyberlist) and Snapchat codes in the wild content to win new iPhone.
- **Spearheaded integrated VMA sponsorship campaign** (in-show plus live Twitter activation) that positioned client as preferred entertainment streaming provider.
- **Won Facebook studio award** for campaign that focused on impact of poor network quality by showcasing meaningful moments interrupted.

ABC, New York, NY

Jan 2014 – Sept 2015

**Associate Director, Social Strategy** • Grew department by 2X to 30 team members in NY and SF.

Spearheaded content and community strategy, including social playbooks, channel plans, and engagement architecture for clients such as Johnson & Johnson (Listerine, Neutrogena, Band-Aid, Tylenol, Motrin CA, Rembrandt), Visa, Adobe, and T-Mobile

- **Developed and led social war rooms**, directing community management and 1:1 interaction for major initiatives including Olympic sponsorship for Visa and global brand strategy for Listerine.
- **Co-created go-to-market strategy** that defined and differentiated social offerings.
- **Pitched social capabilities** for new business and advancing thought leadership at industry and media events.

Time Out, Chicago, IL

2011 – 2013

**Social Media Director** • Led social partnerships and activations that increased referrals as much as 126% to regional partners. Deployed social framework globally and partnered with Instagram, Spotify, Tumblr, and other platforms on co-branded promotions. Brought social-first and mobile/app features to market.

EFG Digital, New York, NY *acquired by Accenture Interactive*

2006 – 2011

**Title** • Conceptualized, presented, launched, and led pioneering social media division within chance-promotion agency. Developed social media roadshow demonstrating capabilities and catapulted start-up division from zero to 30% of total revenue.

## RECENT TEACHING & SPEAKING ENGAGEMENTS

**ADJUNCT PROFESSOR** | University (Jun 2011 – Present)

**GUEST LECTURER** | Wharton School of Business (Nov 2014) | Yeshiva School of Business (2014)

**FEATURED SPEAKER** | Social Media & Analytics Summit, San Francisco (2013)

## EDUCATION

**UNIVERSITY**, New York, NY – Bachelor of Public Relations (BFA)