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INTEGRATED MARKETING & SPONSORSHIPS IN MEDIA & DIGITAL BRANDED CONTENT CREATION | STORYTELLING | STRATEGY PARTNERSHIPS LEADER

The belief at the core of my success and contributions as a leader in media and digital is not letting what you can't do interfere with what you can do.

I'm an energetic marketing and promotions leader with pedigree, skilled in conceptualizing, building, packaging, pitching, and executing big ideas and signature programs with a sophisticated understanding of Gen Y, Gen Z, and Millennial audiences. I inspire clients to think bigger, expanding the kind of work we do with them to achieve more creative, modern, and integrated programs. A storytelling master, my campaigns drive ad revenue, audience growth, and brand fan loyalty.

To build marketing packages, I maintain strong industry relationships with media agencies, vendors, agents, 3rd party digital platforms, experiential partners, and celebrity and digital talent (and their agents).

EXPERIENCE

a360media, New York, NY

2022 - 2024

a360media is a multi-platform media company and the #1 retail publisher, reaching consumers with premium content across newsstands, digital, social, events, and more.

Head of Integrated Marketing & Sponsorships at Us Weekly

- Increased Marketing revenue by +345% and created 25+ new ad products for the marketplace
- Elevated brand and impact for advertising partners through strategy and execution of custom marketing campaigns across digital, O&O, print, retail, and events reaching the consumer across all marketing touchpoints.
- Authentically created best-in-class sponsorships within editorial through deep video and digital production, ad placement development, and celebrity/talent outreach bringing value to Us Weekly's affluent and connected audience.
- Responsible for all integrated marketing plans, packages, program development, activations, go-to-market materials, storytelling, and insight-led proposal/pitch development inclusive of visual expression, pricing, and marketing efforts to meet revenue targets
- Managed activations process for all sold sponsorships including timelines, approvals, pre-production, on-set EIC, and post-production project elements
- Built and maintained relationships with agencies to provide white-label solutions for brands
- Worked with Research, Data & Analytics, and Consumer Insights teams to craft marketing long and short-term goals to deliver on client KPIs.
- Oversaw an all-star Integrated Marketing team while collaborating with cross-disciplinary teams including clients, agencies, Ad Sales, Production, Editorial, Social, Design, Legal, and C-Suite.

Mirriad, New York, NY

2021 - 2022

Mirriad is the leader in virtual product placement and in-content advertising through patented AI.

Head of Integrated Marketing

- Partnered with Media Companies, Content Creators, Record Labels, Sports Leagues, and Agencies to develop marketing solutions driving new revenue and scale using AI technology.

Paramount, New York, NY

2015 - 2020

Paramount (formerly Viacom/CBS) is one of the world's leading producers of premium entertainment content that connects billions of people in nearly every country of the world.

Senior Director of Integrated Marketing & Branded Entertainment

- Senior Member of Velocity, an award-winning agency ensuring best creative practices are consistent and celebrated while building audience growth and brand authenticity while delivering on client KPIs.

- Developed and executed world-class branded content, distributed across a portfolio of television, streaming, and digital with a team of network VIPs, showrunners, creative writers, celebrity talent, and more to create deep integrations into scripted, non-scripted, live events, and digital content.
- Ideated and activated tentpole marketing campaigns generating over \$100MM in Ad Sales revenue. All clients returned as incumbent sponsors.
- Lead point of contact between external agency partners and Velocity, prioritizing projects, managing day-to-day communications, concepting and executing RFPs, ensuring client needs and network brand profiles are represented in the creation of content in programming including large-scale live-action, clip-based, digital/social, and animation.

E! Entertainment Television, Los Angeles, CA

2013 – 2015

E!, a division of NBCUniversal, is a broadcasting and media production company dedicated to entertainment news, red carpet coverage, and scripted and unscripted content all under the pop culture and celebrity umbrella.

Director of Marketing Solutions

- Increased overall sales numbers with a new Marketing team by 35% through individually tailored ideation, development, and execution of branded content and marketing campaigns.
- Conceptualized and executed in E!'s Live from the Red Carpet during the Oscars, Grammys, Golden Globes, and Emmys using Ryan Seacrest and celebrity talent.
- Integrated advertisers with organic content on E! Online, the only global multi-platform brand for all things entertainment and pop culture with 1.1B in monthly engagement
- Team member responsible for a record-setting digital performance for Red Carpet Season with double-digit growth

MTV, New York, NY

1996 - 2007

The leading youth entertainment brand, MTV is a pop culture zeitgeist that defined the '80s, '90s, and '00s with music videos, breakthrough award shows, and the first reality TV shows changing entertainment forever.

Director of Content Strategy

- Key member of the MTV Programming team making pop culture history with the first reality programming and overhauling and re-launching MTV2 into an ad revenue-generating cable channel.
- Developed unheard-of "360" programming leveraging content and revenue opportunities across multiple screens.
- Created partnerships with the internal marketing and sales team, establishing the industry's first integrated marketing campaigns with artists and brands.

CONSULTING + ADVISORY, New York, NY

The Famous Group (2020 – 2021): Virtual Producer and Moderator for live sporting events including WWE Raw on USA Network, WWE Smackdown on FOX, and the NFL using AI technology to produce a live audience.

Nightlyfe TV (2011 – 2012): Managing Director for a multi-platform network dedicated to the "other 9-5", Nightlyfe TV delivers news and entertainment dedicated to music, restaurants, clubs, venues, celebrity performances, and more.

Firebrand (2007 – 2009): Director of Content Strategy under CEO John Lack, founder of MTV, for a first-of-its-kind channel using branded content, advertising, and marketing integrations as entertainment.

EDUCATION

NYU SPS Continuing Education Program, Marketing
New York University, NYU School of Professional Studies, New York, NY

Bachelor of Liberal Arts, Communications
State University of New York at Geneseo, Geneseo, NY