



PROFESSIONAL SUMMARY

- 10+ years of leadership, expertly leveraging consumer insights and driving analytics to develop innovative omni-channel strategies.
- Proficiency in multi-channel digital marketing, tech. development, traditional advertising integration, influencer recruitment (PR), and social media.
- A proven track record in Conversion Rate Optimization and driving significant revenue growth by 5% within first four months; and 5% - 22% continued growth after.
- Commitment to collaborative leadership and delivering solutions that enhance brand engagement, CX experience, and exceed expectations based on KPIs and ROI results of \$2.5MM growth.

EMPLOYMENT HISTORY

FEB 2021 - PRESENT

MRM

- Leading pharmaceutical HCP, DTC, and OTC brand to establish drivers or uncover barriers of behavior to identify leverage points for optimization
- Ensuring seamless and aligned B2C CX & DX Journey from First Ad Impression through to Post-Purchase and CRM Retention.
- Owning strong relationships with cross-functional partners, including Account, Creative, Finance, and Business Development.
- Utilizing consumer insights and analytics when deciding who to target, when, with what message and how by ensuring deliverables are utilized on the appropriate channel.
- Creating clear, concise and compelling content for Client presentations, POVs, and deliverables as necessary for New Business proposals or existing and new Clients.

CAREER SUCCESS:

- Brand Positioning (**emphasis on Engagement, Experience, and Brand Loyalty*)
- KPI Measurement for Success increase by 15% growth from previous years
- Proof of ROI and Revenue Growth by \$4.5MM
- Strong Leadership of Omni-Channel content (ie: iOOH, Traditional, Broadcast, Radio, Google Ads, Meta, X, LinkedIn, Instagram, Snapchat, etc.)

APR 2016 - FEB 2021

PUBLICIS GROUP

APR 2012 - APR 2016

Wunderman Thompson

OCT 2010 - APR 2012

CBS Sports (CSTV)

EDUCATION

J.D., Temple University, Philadelphia, PA

Bachelor, University of California, Los Angeles, Los Angeles

Associate, Los Angeles Pierce College, Los Angeles

LINKS

PORTFOLIO

SKILLS

- Analytics
● ● ● ● ● ○
- Automation
● ● ● ● ● ○
- Budget Management
● ● ● ● ● ●
- Campaign Management
● ● ● ● ● ●
- Competitor Analysis
● ● ● ● ● ○
- Content Optimization
● ● ● ● ● ●
- Conversion Rate Optimization
● ● ● ● ● ○
- CRM
● ● ● ● ● ○
- Data Analysis
● ● ● ● ● ○
- Digital Marketing
● ● ● ● ● ●
- Digital Art Direction
● ● ● ● ● ●
- Digital Platforms
● ● ● ● ● ○
- KPIs
● ● ● ● ● ○
- Leadership
● ● ● ● ● ○
- Marketing
● ● ● ● ● ●
- Media Buy
● ● ● ● ● ○
- Mobile Optimization
● ● ● ● ● ○
- Multi-Channel
● ● ● ● ● ●

PROFICIENCY

ANALYTICS

- SAS | Python | Power BI | HubSpot | Tableau | Meltwater | BuzzSumo | GoogleAd | Google Analytics | Lotame | Salesforce | MSFT Excel | etc.

CREATIVE DIRECTION

Adobe Analytics | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Dreamweaver | Adobe Audition | Adobe Premier | Microsoft Azure | Amazon Web Services (AWS)

PROJECT MANAGEMENT

- MSFT Project | MSFT Word | MSFT Excel | MSFT PowerPoint | Keynote | MSFT Visio | Miro | Sketchboard | Mural | Canva Whiteboards

CODE DEVELOPMENT

- Drupal | HTML | HTML5 | JAVASCRIPT | CSS | JQuery | JIRA | BASECAMP | Flash | Front End Development |

BRANDS

- HBO | Walmart | Tide | Olay | Johnnie Walker | Tecate Beer | American Express | Dell | Toyota | Land Rover | Jaguar | Chevrolet | Citi Bank | IBM | Delta | KPMG | Dior | Huggies | Lucky Brand | Mount Airy Casino | Pampers

PHARMA. HCP + DTC + OTC BRANDS

- Ingrezza | Theraflu | Afrezza | Skyla | Mirena | Bayer| Bayer Women’s Health| Sanofi | Abilify | Novo Nordisk | Novartis | Pfizer | Humira | Duopa | Linzess | Pomalyst | Rituxan | Brisdelle | Minivelle | Keryx | Celgene | Toujeo | Vagisil

