

CLIENT NAME

City, State Zip Code | xxx – xxx – xxxx | Email | LinkedIn.com

QUALIFICATIONS SUMMARY

Results-drive and growth-focused PM Certified professional driving marketing campaigns and customer engagement projects from conception to successful completion via rigorous planning within time and budgetary limits, while organizing effective brand networking events to improve brand visibility and success, as well as forge and sustain brand partnerships. Highly versatile, resourceful, and diligent communications strategist with a blend of marketing experience, creativity, and strategic insight; building and repositioning brands to develop life-long customer-base within leading industries. Broad knowledge of modern marketing tools and techniques with proven ability to acquire and retain customers/followers through usage of traditional and digital marketing methods, while fostering and reinforcing customer loyalty.

CAREER HIGHLIGHTS

- ✦ Earned multiple project renewals based on exceptional performance and outstanding results.
- ✦ Recognized for improving brand success through development and implementation of various marketing strategies.
- ✦ Secured multi-million dollars business revenue for leading brands via designing and launching of successful marketing campaigns.
- ✦ Led large-scale and high-performing teams to achieve targets and desired outcomes.
- ✦ Generated 20M+ views and impressions for several prestigious brands.

SKILLS & EXPERTISE

Business Development
Revenue Generation
Brand Growth & Sustainability
Project Management
Event Organization
Process Optimization
Team Leadership
Marketing Campaigns
PR Strategy Building
Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Program Manager

Nov 2018 – Present

NBCUniversal: New York, NY

Spearhead various medium- to large-scale projects to accelerate, automate, and digitalize processes. Establish and sustain professional relationships with major stakeholders across various business verticals. Coordinate with multiple project teams with members ranging from 5 to 20+ to achieve assigned tasks within time and budgetary constraints.

Projects:

Turbocharge Digital: Social, Display, & Commerce, Jan 2021 (On-going)

- ✦ Streamline business operations and utilize multiple BI tools and techniques to support partnership business.
- ✦ Design and deliver customized solutions and packages with easy activation features to maximize growth of partnership businesses.
- ✦ Ensure outstanding commerce experience through creation and introduction of top-of-the-line content and ad products across linear, digital, social, and streaming.
- ✦ Architect and launch CMS-driven micro-site platform for flash sales.

NBCSN, January 2021 (On-going)

- ✦ Facilitate migration and updating of all sports programming and sports programming logs to recognized NBCU brand by 2022.
- ✦ Brainstorm new selling names, design rate cards, and develop new programming.
- ✦ Manage inventory for continuous availability of products and supervise a team of 5 to 20 people to drive operational activities.

Autocopy: Integrate Agency systems to automatically incorporate commercial instructions, April 2019 (On-going)

- ✦ Finalize MVP phase 1 within time-limit and create standardized template view for all instructions to ensure seamless user experience.
- ✦ Decrease time required for validation and processing of instructions from 6min to 2min, while eliminating duplicate entries.
- ✦ Foster professional relationships with internal/external partners, including engineering, platform solutions, and account services.

Digital Financial Close, December 2018 (On-going)

- ✦ Slashed digital monthly close process from 15 to 5 days for finance team through acquisition and utilization of information and resources related to video (longform, shortform), display, and direct sold.
- ✦ Optimize the financial closing process, allowing team to close books on monthly basis rather than quarterly and assure timely financial reporting to corporate through automation of financial close reporting process.
- ✦ Automate and standardize data management processes, resulting in minimum data quality issues, as well as reduce time and labor required to complete the process.

Project Manager

Sep 2016 – Nov 2018

Hearst Magazines: New York, NY

- ✦ Achieved \$2.9M in business revenue by directing 5 Johnson & Johnson branded content health and beauty programs under 2 year, including Neutrogena, Aveeno, and launch of Light Therapy Acne mask, spanning across several Hearst digital brands, such as Seventeen, Cosmopolitan, Women's Health, and Marie Claire.
- ✦ Succeeded in garnering 5M+ impressions and 12M+ video views via setting project timelines, drafting budgets, optimization of review and reporting process, and timely asset delivery.

- ✦ Generated \$1.2M+ revenue by heading 4 Hugo Boss Men's branded content programs within 2 year and tied programs to annual Esquire print initiatives - "Mavericks of Style and Mavericks of Hollywood.
- ✦ Generated 8M+ impressions and 1.5M+ video views through implementation of creative ideas and delivery of innovative content.
- ✦ Accomplished \$2.9M in revenue through generation of 5M+ impressions and 12M+ video views for campaigns with 40+ branded videos and video article pages by managing 2 KRUPS branded content programs, featuring breakfast appliances, including Espresso maker, coffee maker, waffle maker, and an Air Fryer.
- ✦ Managed a team of 15+ with a budget ranging from \$50K to \$2M, while interacting with several agency partners, including waveMaker, Havas, Mindshare, Swell Shark, and Zenith.

Senior Manager

Nov 2015 – Jun 2016

Lividini Co.: *New York, NY*

Secured placements in *WWD.com, People.com, JCK Magazine, Radar, Daily Mail, Us Weekly, Elle, Glamour, Racked, Wallpaper, Long Island Business News, and Newsday*. Orchestrated PR pitch strategies for *C. Wonder* and *QVC* launch with *Brad Goreski, Flying Tiger* Upper East Side and *Long Island* store opening as well as product placements for product collaboration with artist *Misaki Kawai, eBay Fashion/Charity, Dana Bronfman* jewelry collection, and *Knot Standard* partnerships/services.

- ✦ Captured press coverage for Dana Bronfman by creating persuasive pitches, featuring brand on *People.com* with 7M+ impressions.
- ✦ Located an ideal venue, filled rooms, and secured alcohol sponsor within 4 weeks for promotion of summer linen shirts of *Knot Standard*, partnering with indie film by hosting a screening with a gift card in gift bags for press.
- ✦ Achieved 5M+ impressions through proper event coordination, budget development, and assets allocation.

Junior PR Manager

March 2014 – Nov 2015

Iconix Brand Group: *New York, NY*

Popular brands included, *Bongo, Candies, The Candie's Foundation, Danskin/Danskin Now, Joe Boxer, Mudd, Rampage, Sharper Image, and Badgley Mischka*.

- ✦ Maximized editorial placement by 50%+ for all the brands, including *New York Times* print and digital gift guide placement for *Sharper Image* hoverboard.
- ✦ Improved brands' visibility, aligned strategies, secured interviews, and built brand partnerships to ensure overall brand success.
- ✦ Conceptualized and created *BTS* footage, pitches, press previews, and photo-ops through direct coordination with Senior Director, Vice President, and CMO.

Marketing PR Specialist

April 2012 – March 2014

Kellwood Company: *New York, NY*

- ✦ Realized 50%+ growth across all *XOXO* licensee categories by designing and executing public relation strategies.
- ✦ Forged professional relationships with target editors, influencers, publications, and outlets, while developing top-notch content on social media channels to engage audience.
- ✦ Consistently achieved and surpassed sales goals through effective management of promotional activities.
- ✦ Designed, developed, and executed creative assets, including advertising campaigns, social media collateral, press preview invites, and event branding materials.

Additional Experience: PR Specialist, March 2011 – April 2012

EDUCATIONAL BACKGROUND**Bachelor of Arts – Communications, Public Relations, Advertising**

The City College of New York, New York, NY

Certifications:

- ✦ Brand Management Certificate, Cornell University, May 2021
- ✦ PMP Certification Training, PM Training, April 2021

TECHNOLOGY & TOOLS

Cision, Microsoft Office Suite, Google Suite, Google Analytics, Facebook Business Manager, JIRA, Omniture, CMS Platforms, Social Media Platforms, Central Desktop, Monday.com

VOLUNTEER EXPERIENCE

New York Women in Communication (NYWICI), Part of the Solution (POTS), New York Cares

LANGUAGES

English, Fluent
Spanish, Fluent
French, Fluent