

## FREELANCE MARKETING CONSULTANT | CURRENT

- Providing strategy marketing services to clients seeking leadership and experience, particularly within the digital landscape



### IMM | JULY 2017 - CURRENT

Associate Media Director, Boulder, CO

Industries: Tech, Restaurant/QSR, Telco, B2B, Pet, Apparel, Baby, Pharma

Clients: Roku, Sphero, Craftworks/Rock Bottom Brewery, PureTalk, True Blue/People Ready, I and Love and You, Pearl iZUMi, Lillebaby, iGenex

- Group lead beyond the day-to-day providing vision and direction on the bigger picture and how teams impact the client, brand, and agency
- Client strategist and operational leader focusing on strategic solutions for clients through innovative and scalable media strategies
- Consistent involvement in new business research and pitches
- Deep expertise in certain channels/technologies as well as a broad understanding of all media and their impact on the consumer journey
- Proactive leader in pursuit of new ways for the agency to improve efficiencies and productivity, leverage technology for analytics, increase collaboration and grow top and bottom line agency growth
- Participated in first to market attribution testing with Amazon



### CycleBar | October 2017 - CURRENT

Cyclestar Instructor, Westminster, CO



### H&L PARTNERS | APRIL 2014 - JUNE 2017

Media Supervisor, San Francisco, CA

Clients: Toyota (regional), McDonald's (6 regional clients), Scion (regional), Oakland Museum of California, Fernet Branca, Pharmacia

- Digital Supervisor leading strategy, planning, negotiations, execution and analytics for Toyota, McDonald's and OMCA.
- Point on multi-million dollar evergreen initiatives driving cost effectiveness and measurable ROI at scale.
- Additional experience/client work with multi-media strategies including paid social/influencer/brand ambassador executions + streaming/OOH/print + brand awareness.



### LIVEWINE | DECEMBER 2013 - December 2017, roughly (startup world...starts, ends, and starts again)

Vice President of Marketing, San Francisco, CA

- Online wine startup founded in 2011 with a focus on connecting wineries directly to consumers.
- Developer of marketing strategy and business plan focused on growth and sustainability.
- Facilitate and advise on key business decisions bridging concept, development, and execution.
- Ideate with professionals cross-industry yielding an ongoing lean and agile business structure.



### PEREIRA & O'DELL | Feb 2012 - March 2014

Media Strategist, San Francisco, CA

Clients: Airbnb, Skype, The Cheesecake Factory, Intel/Toshiba, Social Power, Sundance, New Biz

- Lead planner on Airbnb's first-to-market branding initiatives with specialization in digital/mobile/social.
- Strategist for Skype's first branding campaign with international reach and curated partner programs.
- Manager on Intel/Toshiba's Emmy winning social film campaign "The Beauty Inside."



### 26DOTTWO | Nov 2011 - Jan 2012

Media Planner, San Francisco, CA

Clients: Pop Chips, Whole Foods Market

- Lead planner for OOH strategic planning, specifically for Pop Chips' 2012 London product launch.
- Digital and Radio strategist for Whole Foods Market in multiple regions throughout the country.
- Manager of publisher relations, executions, optimizations, reporting and seasonal budgets.



### DRAFTFCB SF | Jun 2010 - Nov 2011

Assistant Media Planner, San Francisco, CA

Clients: Pacific Gas & Electric Co., Taco Bell, Engage360, Kikkoman, HP, Habitat for Humanity

- Digital, B2B, and trade print planner providing marketing solutions to prospective and current clients.
- Strict involvement in seasonal DR and branding campaigns for PG&E.



### GAMES2U ENTERTAINMENT | Jul 2009 - May 2010

Local Marketing Manager, Austin, TX

- Corporate headquarters local marketing manager for national franchised company focused on gaming & entertainment.
- Local marketing strategy lead across traditional, digital, social and SEM.
- Developed lead gen. avenues and ongoing refinement of local plans with limited advertising budgets.

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## Technical Skills | Experience

Variety of ad servers (DFA/DCM, Sizmek, AdForm), ComScore, Nielsen, Hitwise, Google Analytics, Excel, attribution tracking, programmatic, XD, social, SEM, influencer, custom partnership & traditional media

## Education

University of Texas, McCombs College of Communications, 2006-2009

BS: Advertising with minor equivalent in Spanish

Texas Media program: Concentration in Media Planning and Research