

Mandy Wong

MARKETING EXECUTIVE

PROFILE

I'm an award-winning marketing leader obsessed with transforming consumer engagement through creative content. With 10+ years of media, agency, and client experience, I champion brand storytelling that empowers evangelists and drives revenue growth. My personal dedication as an IRONMAN triathlete shines through in my work ethic, as I strive to impact culture and achieve goals towards and beyond the finish line.

EXPERIENCE

BRAND MARKETING CONSULTANT

New York | 2021

- Provide freelance and project-based consulting in Brand Strategy, Advertising, Media Partnerships, 360 Brand Activation, Campaign Execution, Client Management, and DEI Initiatives.

DIRECTOR OF INTEGRATED MARKETING PARTNERSHIPS

WARNERMEDIA - New York | 2012 - 2020

- Led strategy and creative implementation of cross-platform media partnerships, securing new/repeat business and contributing to \$300 million ad sales revenue YOY.
- Generated and pitched 500+ marketing solutions annually that met client objectives, scaled media value, and monetized network shows / IP, while leveraging expertise across major ad categories - Tech, Entertainment, Health/Wellness, Pharma, CPG, Beverage/Spirits, Food, Insurance, Retail.
- Oversaw execution of insight-led branded content campaigns and fan experiences across linear, streaming, video, digital, social, mobile, and event platforms, yielding 96% positive social media sentiment (WB *Shazam*) and 62% higher search engagement rate vs traditional TV (Amazon Audible).
- Spearheaded Mountain Dew campaign from inception to completion, ensuring cohesive brand voice across channels, delivering 40 million media impressions, doubling social video views vs PY, increasing consumer purchase intent +45%, sampling 35K+ products at Comic-Con.
- Managed relationships and negotiations with clients, agencies, and talent, facilitating multi-year integration partnership between *Impractical Jokers* and Universal Orlando Resort, achieving +123% uplift in audience unaided brand recall.
- Supervised career development and mentored cross-functional team, leading day-to-day department operations, maximizing efficiency during 75% staff reduction.
- Pioneered WarnerMedia DEI Initiatives, implementing *What's Next* Thought Leadership Event Series and inaugural *R.I.S.E.* Professional Development Program resulting in 50+ graduates per year nationwide.
- Presented to 500+ attendees at PromaxBDA Thrive Leadership Key Note Panel and recognized as rising creative/marketing industry leader.

CONTACT

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New York / Remote / Open to Relocation

EXPERTISE

Branding & Promotional Strategy
Advertising Creative Development
Media Partnerships
Ad Sales Monetization
Digital & Social Media Marketing
Stakeholder / Client Management
Sponsorship / Campaign Execution
Experiential Activation
Cross-Functional Collaboration
Team Building
Diversity & Inclusion Leadership

AWARDS

Cynopsis Short Form Video: Branded Content - 2019
Digiday Publishing: Live Event - 2018
PromaxBDA: Brand Integration - 2017
Internet Advertising Awards: Online Ad - 2016
PRO Awards: Entertainment Sponsorship - 2015
Cablefax Digital: Social Media Campaign - 2014

CERTIFICATIONS

Brand Strategy - Section 4 - Scott Galloway - 2021
Content Marketing Strategy - Coursera - 2020
Social Media Marketing - LinkedIn Learning - 2019
Digital Marketing - General Assembly - 2018

EDUCATION

Bachelor of Science - Business Administration /
Marketing Communications
UNIVERSITY OF RICHMOND, Virginia
E. Claiborne Robins School of Business

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SENIOR ACCOUNT DIRECTOR

GYRO - New York | 2010 - 2011

- Led \$1M Sailor Jerry Rum global account for mid-size digital agency, providing strategic direction on digital design, social media outreach, web rebuild, eCRM, competitive analysis, and consumer insights, driving rum volume 15% vs. PY.

DIRECTOR, MEDIA ENGAGEMENT & ACTIVATION

UNIVERSAL MCCANN - New York | 2006 - 2010

- Forged senior client relationships and led strategy / creative architecture of media partnerships within the \$2 billion Johnson & Johnson business across pharma, OTC, beauty, and baby brands (Tylenol, Neutrogena, Aveeno, Band-Aid, Carefree).
- Managed ACUVUE *Hampton High* Original Webisode Series from positioning brief to launch to post-analysis/optimization, generating +137% increase in Walmart Vision Center sales and +103% increase in brand consideration. Short-listed at Cannes Media Lions.
- Developed and executed high-profile ZYRTEC *Love the Air* campaign reaching consumers across digital, linear, social, in-store, and print touchpoints, and driving total gross allergy product consumption up +44% vs PY.
- Teamed up with The Jonas Brothers to create teen-targeted content partnership that increased ACUVUE social views +264% and won Best Digital Campaign at J&J James Burke Marketing Innovation Awards.
- Designed and project-led multi-city, cross-platform Dallas Mavericks and Chicago Cubs Sports Arena Activations driving ACUVUE +82% purchase intent and +62% contact lens category share gain.

GLOBAL MARKETING MANAGER

LVMH MOËT HENNESSY LOUIS VUITTON - New York | 2005 - 2006

- Launched luxury watch brand Zenith Switzerland, managing \$5 million ad budget.
- Trained salesforce, led retail merchandising for in-store / trade events, and secured editorial coverage in *Town & Country*, *Robb Report*, and *Cigar Aficionado*.

COMMUNITY LEADERSHIP

ERG Board Member leading CSR, innovation and diversity initiatives for Turner Asia & Turner Women.

Raised \$1MM+ for Leukemia Lymphoma Society, Make-A-Wish Foundation & Ronald McDonald House via endurance sports events.

Released three music albums and performed at charity events with the Richmond Sirens women's a cappella singing group.

SKILLS

Productivity: Zoom, WebEx, Slack, Microsoft 365, Google Suite, iOS

Project Management: AirTable, Basecamp, Monday.com

Creative Tools: Adobe, Wix, Canva, Animoto, MailChimp