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PROFESSIONAL BIO:

I am an accomplished and enthusiastic Digital and Integrated Marketing Strategist who possesses over six years of experience devising effective Digital and Integrated Marketing Campaigns for Global Advertising Agencies in New York City whose clients include Fortune 500 Companies. I am accustomed to taking on leadership roles as a manager, managing diverse accounts comprised of National and International Corporations, working with teams, and developing marketing strategies to help generate brand awareness among consumers and increase the sales of services/products.

PROFESSIONAL EXPERIENCE:

Freelance/Independent Consultant · New York · 2014 - Present

(Clients: Spiderweb Studio, Mongoose Bodyworks, The Shops at Columbus Circle, Varia Ventures, A-1 Watercare)

- Developed effective media strategies and tactics for clients based on industry and audience reports that mandated competitive analysis research and evaluations of company marketing materials
- Created e-mail marketing content to increase company exposure and educate clients about ongoing product promotions.
- Generated original social media content on Facebook, Instagram, and Twitter by highlighting current products and promoting special events that increased consumer sales.

FARM Buffalo · Buffalo, NY · 2021-2022

Digital Media and Content Manager

(Clients: Tops Friendly Markets, Georgia Pacific, ConnectLife, Alzheimer's Association of Western NY)

- Led all digital media planning and buying aspects of accounts including social, display, SEM, and retargeting
- Directed, developed and oversaw planning objectives and strategies that coincide with the client's marketing direction
- Generated and distributed analytics reporting and optimization recommendations based on client objectives
- Created and support client strategies that encourage engagement and consistent presence on social media and through additional digital media

iProspsect · New York, NY · 2017 - 2018

One of the largest global media planning agencies, providing consumer insight-based media strategy, planning and buying services

Senior Associate ·

(Clients: Mondelez, Subway, Marcus by Goldman Sachs)

- Provided clients with comprehensive campaign reports and digital marketing strategies that focused on generating brand awareness and web traffic to consumers, which resulted in increased sales.
- Conducted research, industry best practices, and case studies by partnering with channel reps to develop social media strategies and campaign launches.
- Organized monthly Snapchat breakout training sessions and vendor updates for the internal paid social team.
- Led, trained, mentored, and delegated projects to Junior Associates.

Neo@Ogilvy/Ogilvy & Mather · New York, NY · 2016 - 2017

Award-winning ad agency providing advertising campaign development and management, brand development, and strategic planning services to clients

Search Planner

(Client: IBM)

- Collaborated with Google and Bing to analyze audiences and campaign building strategies to achieve the goal of developing recommendations and executing plans for paid search and YouTube activity for IBM.
- Coordinated and met with IBM's media and brand manager on a weekly basis and presented campaign performance data, strategic recommendations, and keyword updates.
- Brainstormed with the creative/account team on techniques to align media strategies with brand messaging for paid search and YouTube campaigns.

- Devised monthly and quarterly campaign wrap-up reports describing campaign performance and the overall outcomes of paid search and YouTube optimizations

RELEVANT EXPERIENCE:

Mercury Media · New York, NY · 2015-2016

One of the largest privately-owned performance marketing agencies in the country

Digital Marketing/Search Analyst

(Clients: Lenox, Direct Wines, Democracy Now)

- Developed keyword expansion, analysis, creative development, copywriting through Google AdWords and Bing Ads.
- Monitored keyword bids, account daily and monthly budget caps, impression share, quality score, and other important account metrics.
- Provided regular updates to team and management on project development, timelines, and results.

DeVito/Verdi · New York, NY · 2014 – 2015

Creative ad agency focusing on TV, radio, print, magazine and digital capabilities by providing an exceptional creative process

Social Media Producer, Community Manager

(Clients: GoldToe, Aerosoles)

- Developed social media strategies and campaign development for GoldToe and Aerosoles, while monitoring brand mentions and engaging in conversations with followers to elevate brand visibility.
- Created and generated content for GoldToe's 80th Anniversary sweepstakes whose fan base grew 121% in 3 months.

EDUCATION:

New York University · New York, NY · 2015

Master of Arts, Communications Management and Technology

- Developed a mobile phone application and business plan focusing on FinTech.
- Global Consulting Practicum – Presented to Hewlett Packard in London on a potential partnership with Victoria's Secret PINK.

Marymount Manhattan College · New York, NY · 2010

Bachelor of Arts in Communication Arts, Media Studies

- Senior Thesis: *Asian Invasion: Asian Americans in Broadcast News*

SKILLS:

- Digital Skills: Microsoft Windows, Microsoft Office, Apple OSX, Google AdWords, Bing Ads, Kenshoo, Google Analytics, YouTube, Facebook, Twitter, Instagram
- Additional skills: Team leadership, problem-solving, communication, teamwork, public speaking, event planning

LEADERSHIP & AWARDS:

- **Co-Chair**, New York University Western New York Alumni Chapter 2019-Present
- **Committee Member**, 85 Broads/Ellevate Network 2011-2019
- **President**, Graphic Communications Management Association 2014-2015
- **Recipient**, New York University's President Service Award 2015
- **Recipient**, New York University PRISM Scholarship 2013-2015

COMMUNITY SERVICE/VOLUNTEERISM:

- **Lead Fundraiser**, Charity Cycle Ride at Revolution Cycling. 2020
- **Active Member**, Western NY Women's Foundation. 2019-Present
- **Active Member**, Buffalo Police Athletic League 2019-Present