



Communications maven with 10+ years of experience in digital marketing, account and project management, brand strategy, and television production. Adept at creating and implementing client-centered campaigns aimed at improving brand awareness and presence. Innovative thinker who values collaboration.

Skills

- Digital Marketing
- Account Management
- Project Management
- Brand Strategy
- Partnership & Influencer Marketing
- Content Management
- Social Media Marketing
- Training & Leadership Development
- Interpersonal Communication
- Public Speaking
- Event & TV Production
- Video Editing
- Content Management
- Microsoft Office Suite & Google Workspace
- Time Management
- Organization
- Problem-Solving

Professional Experience

Account Executive, Intercross | Minneapolis, Minnesota (Remote) | Feb 2022 – August 2022

- Served as the liaison between the creative team and the client, managing the client's advertising budget and ensuring that the creative team adhered to the client's brand guidelines and marketing requirements
- Led and managed strategy, timelines, estimates, creative execution, development, testing, and reporting for all projects and deliverables
- Implemented social media initiatives to showcase work and establish the agency's position as a leader in financial marketing; Social media platforms included Facebook, Instagram, and Twitter

Project Manager/Account Manager, DECODE Advertising | Houston, Texas | Mar 2021 – Feb 2022

- Collaborated with internal teams to develop marketing campaigns for a portfolio of clients in the wellness industry based on client objectives. Successfully presented strategies to clients, directed the launch of assets, and assessed campaign performance against goals (ROI and KPIs)
- Produced clear and accurate project plans and timelines while liaising with strategy, account, content, social media, creative, production, media, and development departments to ensure project success
- Proactively identified areas of opportunity and inspired solutions that led to client growth by drawing on the collective expertise of the agency and its SMEs (Subject Matter Experts) to deliver best-in-class service to clients

Partnership Manager, VerifiedWorks (Samsung Electronics) | Houston, Texas | Aug 2019 – Oct 2019

- Implemented project management software and standard operating procedures for a \$3.2 million influencer partnership program, improving workflow and saving the company 60 hours per week
- Improved hiring process (interviewing, evaluating, and onboarding), hiring 25% more employees through staffing agencies and direct job postings
- Facilitated contract negotiations and product onboarding as the influencer liaison, gaining a new celebrity spokesperson during the contracted position duration



Creative Marketing Manager, *Drunk Elephant (Beauty Brand)* | Houston, Texas | Nov 2018

- Led successful product display development for retail premieres in 187 doors, including locations in Sephora and international stores
- Coordinated an experiential product promotion that led to over 4,500 unique consumer interactions

Program Coordinator, *Positive Purpose Movement (Non-Profit)* | Houston, Texas | Sep 2017 - Sep 2018

- Spearheaded digital communication efforts that resulted in a 300% increase in brand awareness within one year
- Conducted market research to improve brand positioning, determine effective social media approach, and identify analytical benchmarks

Independent Marketing Coordinator, *Various* | Las Vegas, Nevada | Dec 2010 - Sep 2017

- Managed a multi-million dollar budget for the Monte Carlo Resort and Casino's rigorous company rebrand, resulting in a 22% increase in guest traffic over a projected six-month timeline
- Devised and deployed online marketing plans with effective performance measurements for start-up companies in the healthcare, beauty, and entertainment industries

Entertainment Industry Experience

Talent, *HBO's Westworld - South by Southwest* | Austin, Texas | 2018

- Actress inside a fully immersive experience, interacted with guests in character

Video Editor, *Absolute Video Productions* | 2010

- Created video productions for conventions, weddings, concerts, and other special events
- Also served as company's secretary, tv show producer, photographer, and marketing manager

Production Assistant

- American Idol | Las Vegas, Nevada, | 2010: Competition show on network television, Office PA
- Face of Vegas | Las Vegas, Nevada | 2009: Reality TV pilot, streamlined cast ordering services

Executive Producer, *ATX Most Wanted* | Austin, Texas | 2008 - 2009

- 106 & Park style show for music videos and musician interviews; secured interviews with Hip Hop artists Yung Joc and Common

Education

- Bachelor of Science in Radio-Television-Film, The University of Texas at Austin, 2009
- Master of Science in Entertainment Business, Full Sail University, 2023

Associations

- Houston Livestock Show and Rodeo, Scholarship Alumni Speaker & Wine Sales Committee
- Houston Area Urban League Young Professionals, PR & Marketing Co-Chair
- Full Sail University Black Student Union
- National Poetry Slam