

SUMMARY:

A results-driven MBA professional with a keen eye for detail and a proactive approach to achieving goals. I possess exceptional writing and analytical abilities, which enable me to develop and execute effective marketing campaigns. Thriving in fast-paced environments, I excel at leveraging my creative and analytical perspectives to drive successful outcomes.

EXPERIENCE:

Jan. 2018-
Present

LITTLE MEN ROARING

Charlotte, NC

Marketing Strategy Consultant

Partner directly with brands to drive business growth and enhance their online presence. My role encompasses a broad range of responsibilities and achievements including:

- Strategic ad placement across Meta platforms
- Holistic marketing approach to develop cross-channel marketing strategies, addressing the entire customer journey
- Needs analysis, identifying marketing needs and gaps across the entire funnel, from awareness to conversion, to create tailored solutions
- Email marketing excellence, optimizing content and strategy, managing marketing calendars, and executing campaigns
- Data analysis and reporting across various channels to optimize performance and make data-driven decisions
- Content creation, crafting high-quality content for blogs, websites, social media, and print collateral
- Social media strategy, providing insights and best practices to increase reach and engagement

March 2022-
Sept. 2023

THE BRANDON AGENCY

Charlotte, NC

Account Manager – Fully Integrated Marketing/Consulting Agency

Single point of contact for a portfolio of clients, building and maintaining strong relationships. Accomplishments included:

- Maximizing client performance through strategic planning, analysis, and implementation of marketing campaigns
- Efficiently organizing and tracking budgets, managing billing process, and generating comprehensive reports
- Providing valuable insights and recommendations for campaign optimization
- Successfully leading internal teams and client-facing meetings, fostering collaboration and aligning goals
- Overseeing the execution of various marketing tactics, ensuring seamless delivery and results
- Maintaining an in-depth understanding of clients' industries, staying updated with industry trends and best practices
- Proactively addressing client concerns and ensuring high levels of satisfaction through effective communication and problem-solving

Jan 2019-
March 2022

MANAGEMENT INSITES

Charlotte, NC

Marketing Consultant & Account Manager

Collaborated closely with foreign clients to understand their specific needs and goals for entering the US market.

Responsibilities included:

- Developing and executing tailored marketing and communications strategies, ensuring alignment with clients' objectives
- Formulating targeted US market entry strategies for marketing and social media channels, driving brand awareness and customer engagement
- Orchestrating the design and messaging of engaging websites, optimizing them for the US audience and market demands
- Creating impactful marketing collateral, including brochures, presentations, and sales materials, to support client campaigns
- Producing persuasive case studies that showcased the successes of clients' products or services in the US market.
- Conducting in-depth market research and analysis to provide valuable insights and recommendations for clients' strategies.

- 2014-2021 **FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS** New York, NY
Consultant, Marketing & Communications – Office of Admissions
- Developed and executed communications for the entire admissions cycle, website copy, digital & print.
 - Oversaw the end-to-end process of marketing survey creation, including questionnaire design, and data collection. Conducted in-depth analysis of survey data, extracting valuable insights to inform strategic decision-making.
 - Spearheaded competitor analysis, identifying strengths and weaknesses of competitors, and making recommendations for subsequent marketing projects.
 - Oversaw the creation of brochures, ensuring high-quality design and compelling messaging that effectively communicates the institution's offerings.
- 2015-2018 **FREELANCE WRITER** New Jersey
Published writer focusing on the topics of parenting, fitness, and food.
- 2013-2014 **STANDARD MEDIA INDEX** New York, NY
Client Services Manager
- Analyzed data to identify trends in the media landscape.
 - Produced presentations for sales pitches to executives at Fortune 500 media companies and top financial institutions.
 - Managed relationships with clients, trained new clients on the SMI product, and created in-depth custom reports.
 - Managed statistical forecasting efforts and implementation of new dimensions to the SMI data.
- 2012-2013 **NBC UNIVERSAL- PEACOCK PRODUCTIONS** New York, NY
Finance Program Coordinator
- Point person for all payment and invoice submissions to the Finance Department.
 - Managed the creation of vendors in the system, coordinated all communication from producers regarding payments, and handled Finance issues that arose for Peacock shows.
- 2009-2011 **PRODUCER & PRODUCTION COORDINATOR (LIST AVAILABLE)** Los Angeles, CA & NYC
- Sole producer on award-winning web pilot.
 - Created budget and contracts, hired crew, supervised shoots, and secured distributor.
 - Managed talent for voiceover recording sessions and handled all aspects of production.
- 2002-2009 **ACTRESS** Los Angeles, CA & NYC
- Acted in films, commercials, and theater productions in LA & NYC.
 - Developed excellent speaking and presentation skills, as well as the ability to read the behaviors of others, listen effectively, and develop creative ideas quickly.

EDUCATION:

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- FORDHAM UNIVERSITY, Gabelli School of Business** New York, NY
MBA, Communications & Media Management, GPA 4.0
•Recipient, Dean's Scholarship •Alpha Sigma Nu Honor Society •Phi Kappa Phi Honor Society
- GEORGETOWN UNIVERSITY** Washington, DC
BA, Psychology & French, cum laude
Université Paris VII- Denis Diderot, Study Abroad 2000-01
First Honors, Dean's List •Recipient: Certificat Pratique de Langue Française, 1er Degré, Paris-La Sorbonne

CERTIFICATIONS:

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- Project Management Certification – Cornell University, 2022**
Advertising with Meta Certification – Coursera, 2023

ADDITIONAL:

•Google Suite • Meta Ads Manager • Klaviyo • Attentive • Shopify • Microsoft Office • WordPress • Wix • Workamajig • Fluent in French • Six-time half marathoner • Team in Training • First Connection Volunteer with the Leukemia & Lymphoma Society • Interests include: cooking, writing, Peloton, and travel