

EXECUTIVE SUMMARY

Experienced marketing leader with a demonstrated history of developing and implementing comprehensive brand strategies. Passionate about marketing communications, strategic partnerships, and account management. Proven record of success leading cross-functional teams and building brands through digital, social, and experiential channels. Now seeking to serve as a leader and valued member of your team.

CAREER HISTORY

LEAGUESTOCK | Head of Marketing & Operations

Chicago, Illinois | April 2021 - Present

LeagueStock is an emerging mobile app and technology company that operates like a stock market for sports fans. After launching on the App Store and Google Play Store, LeagueStock continues to grow its userbase while adding key features and expanding into new markets.

Responsible for developing the foundational marketing strategy and leading the execution of all strategic marketing initiatives. Additional responsibilities include: brand development, roadmap development, team management, copywriting, content creation, paid and organic social media, email marketing, experiential marketing, website management, agency management, budget management, and data analytics.

Accomplishments:

- Created and cultivated the LeagueStock social media accounts, marketing website, brand documents, email marketing tools, and CRM.
- Led digital, social, and experiential campaigns that outperformed user growth (+33%), gameplay (+133%), and revenue (+29%) targets.
- Directed a team of 15 marketers, designers, developers, and engineers during the development and launch of two mobile applications.
- Maintained ownership of the strategic product roadmap, setting and managing team workflows to maximize efficiency and productivity.
- Conducted in-depth market research to identify trends and opportunities, informing product strategy and enhancing user experience.
- Developed fundraising materials and supported numerous successful new business pitches, raising \$1.5M+ in business capital.

GERFLOR USA | Marketing Communications Specialist

Bensenville, Illinois | April 2019 - July 2021

Gerflor is a global leader in commercial and athletic flooring solutions. International brands Connor Sports, Sport Court and Taraflex are used at the highest levels of competition by leading sports associations, including the NBA, NCAA, FIBA, FIVB, USA Volleyball, and Summer Olympics.

Responsible for leading marketing communications planning and execution across our international sports flooring brands. Additional responsibilities included: Google Ads, Google Analytics, search engine optimization (SEO), public relations (PR), media relations, agency management, website management, content creation, social media, partnership marketing, trade show marketing, and sales support.

Accomplishments:

- Created and shared engaging and relevant social media content, surpassing KPI targets and growing platform reach by 343%.
- Directed Google Ads campaigns for 19 independent businesses, achieving 37M+ Impressions, 500k+ Clicks, and 6k+ Conversions.
- Redesigned and rewrote three brands' websites, improving SEO performance, lead generation, user experience, and visual aesthetics.
- Collaborated with cross-functional teams to develop research initiatives that informed product marketing and launch strategies.

OPTIMUM SPORTS | Senior Account Executive, Partnership Marketing

Chicago, Illinois | January 2017 - December 2018

Optimum Sports is a premiere sports marketing and media agency representing a diverse list of global brands. The Partnership Marketing Group represents all such clients with team or league relationships, including State Farm, Apple, Gatorade, McDonald's, Pepsi, P&G, Nissan, and Infiniti.

Responsible for leading client communication and daily fulfillment of team and league partnerships across numerous accounts nationwide. Additional responsibilities included: strategic planning, asset valuation, partnership negotiation, contract review, budget management, and marketplace research. Emphasis on effective account management and project management in a fast-paced, high-visibility environment.

Accomplishments:

- Successfully leveraged 140+ professional, collegiate, and minor league sports partnerships to achieve tailored client objectives.
- Supported new business initiatives, competitive audits, and client partnership strategies by conducting extensive marketplace research.
- Managed multimillion dollar client budgets and vendor billing across all working groups to ensure timely and accurate use of resources.
- Developed valuation methodology and tools to review partnership proposals and analyse campaign performance and ROI.

KAYEM FOODS INC. | Marketing Coordinator

Chelsea, Massachusetts | December 2015 - October 2016

HEALTH WATERS INC. | Marketing & Sales Representative

Carlstadt, New Jersey | August 2014 - November 2015

EDUCATION HISTORY

University of Illinois at Chicago

College of Business Administration, Bachelor of Science (Honors)

Major: Business Management, Minor: Spanish