

## EXECUTIVE SUMMARY

Experienced brand marketing professional with a demonstrated history of working in sports marketing and media. Skilled in marketing communications, partnership marketing, and account management. Proven record of success leading cross-functional teams and building brands with digital, social, and experiential media. Now seeking to serve as a leader and valued member of an ambitious organization.

## CAREER HISTORY

### LEAGUESTOCK | Head of Marketing & Operations (CMO)

Chicago, Illinois | April 2021 - Present

*LeagueStock is an emerging fantasy sports and technology company that operates like a stock market for sports fans. After launching on the App Store and Google Play Store in 2023, LeagueStock continues to grow its userbase while adding key features and expanding into new markets.*

Responsible for developing the foundational strategy and leading the execution of all strategic marketing initiatives. Additional responsibilities include: project management, content creation, website management, email marketing, experiential marketing, creative development, fundraising, investor relations, customer relations, talent acquisition, accounting, legal, and the production of brand materials.

#### Accomplishments:

- Led digital, social, and experiential campaigns that exceeded user growth (+33%), gameplay (+133%), and revenue (+29%) projections.
- Created and cultivated the LeagueStock social media accounts, marketing website, brand documents, email marketing tools, and CRM.
- Directed a team of 15 marketers, designers, and software developers during the development and launch of two mobile applications.
- 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 all innovators and market leaders in their respective product categories. Collectively, their surfaces are used at the highest levels of competition by leading sports associations around the world, including the NBA, NCAA, FIBA, FIVB, USA Volleyball and Summer Olympic Games.*

Responsible for leading marketing communications strategy and execution across our international sports flooring brands. Specific responsibilities included: Google Ads, Google Analytics, Search Engine Optimization (SEO), Public Relations (PR), website management, social media, partnership marketing, email advertising, experiential marketing, sample distribution, and the production of sales collateral.

#### Accomplishments:

- Successfully managed 19 unique Google advertising campaigns, achieving 37M+ impressions, 500k+ clicks and 6k+ conversions.
- Created and shared engaging and relevant social media content, growing each platform's reach by 94%.
- Redesigned and maintained three brand websites, improving SEO performance, user experience, and visual aesthetics.
- Supported successful new-product launches by running competitive audits, market surveys, and promotional campaigns.

### OPTIMUM SPORTS | Senior Account Executive, Partnership Marketing

Chicago, Illinois | January 2017 - December 2018

*Optimum Sports serves as the sports marketing and media agency for Omnicom Media Group, and represents a diverse list of regional, national, and global brands. The Partnership Marketing Group represents all such clients with sports team or league relationships. My brand experience includes State Farm, Apple, McDonald's, Gatorade, Pepsi, P&G, Infiniti, Nissan, Illinois Lottery, and New Jersey Lottery, among others.*

Responsible for leading client communication and daily fulfillment of team and league partnerships across numerous accounts nationwide. Additional responsibilities included: strategy development, asset valuation, partnership negotiation, contract review, vendor billing and marketplace research. Emphasis on effective project management and communication across all internal and external stakeholders.

#### Accomplishments:

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

### KAYEM FOODS | 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