

Marketing communications strategist with 12 years of generalist mindset and startup work ethic. Skilled in curating data, insights, and trends translating these into top-shelf strategic executions, messaging, and competitive positioning to help brands to stand out from today's digital noise. I'm a quick study who is comfortable in fast-paced environments thinking about non-obvious solutions to ambiguous problems while optimizing processes using seasoned management skills. Customer-centric mindfulness is a thing with me.

Specialties: strategic counsel, brand strategy and positioning; media relations/comms strategy and execution; corporate social responsibility; social media/content development and execution.

WORK EXPERIENCE

Director of PR

MuteSix, Los Angeles, CA

08/2018– 04/2019

MuteSix is an award-winning, digital and creative agency (with a billion in trackable revenue).

- Spearheaded 360-degree #adtech comms plan from conception to execution for LA's 'go-to' Facebook performance marketing agency; significantly raised media exposure, thought leadership around performance media and predictive analytics; vetted speaking engagements and sticky case study development
- Managed with external agency partner through day-to-day PR pulse checks with an eye towards increasing impact and pick up, refined proactive/reactive messaging, oversaw social media efforts, onboarded and directed freelance writers to produce content that aligned with brand expertise
- Drove discovery and positioning of value-based market research (data analysis, trend identification, industry analysis) for SMB/enterprise sales teams based on prospect needs
- Served on the Chief Happiness Committee; created culture materials, and established CSR initiatives while spreading good cheer with peers who have passion and purpose
- Mentored direct reports by giving them clear roles & responsibilities, shared learnings and observations, provided training and opportunities to learn, develop, and shine

Professor, Business Communication

Marshall School of Business (USC), Los Angeles, CA

08/2010 – Present

- Teach undergrad communications courses and coach international MBA (IBEAR) students
- Mentor newly hired professors at the undergrad/MBA levels
- Competitively selected presenter for the 2018 United State of Women Summit on “*Bootstrapping PR for Startups*”
- Co-directed a Marshall Social Media Campaign competition (partnered with the United Way and Saatchi & Saatchi); judged 250+ proposals from 30+ national universities

Marketing/Creative Advisor

In Fiore, San Francisco, CA

06/2014 – 07/2018

Strategy counsel on marketing strategies for prestige global beauty brand.

- Responsible for marketing, PR, and channel marketing; led a cross-functional team and outlined retail marketing strategy, objectives, and plan that increased awareness, drove demand, and editorial coverage for new product line manufactured and distributed in Japan; media results: increased year-over-year earned media coverage by 45%
- Managed U.S./Asian brand identities; implemented internal comms across growing portfolio of 150 Japanese retail outlets; negotiated program/gifting budgets, designed spa-in-spa concepts, and created sales/customer education program
- Led ecommerce team including vision and strategy for website, digital product development, merchandising, user experience and sales goals; optimized email marketing, testing, and subscriber acquisition and retention; led to a 120% lift in conversion
- Produced annual promotional calendar and seasonal offers to drive sales and conversion for trial, repeat purchase and increasing overall AOV

Director of Public Relations

ShoeDazzle.com, Los Angeles, CA

06/2012 – 12/2013

Series-C funded eCommerce brand of fashion founded by Kim Kardashian.

- Charged with leading corporate and consumer strategies; day-to-day responsibility for two partner agencies leading national B2B/B2C media outreach across print, digital, and broadcast fashion and lifestyle press; included program development, media relations, event and budget management and subsequent recaps for all programs
- Negotiated and led high-level, VIP celebrity charity programs to drive public awareness through broadcast and social media outreach; conceptualized brand activations to support the emerging *Kim Kardashian* fast fashion brand
- Developed content and campaigns for cross-channel promotions to deepen engagement and brand's DNA <sexy, disruptive, fun> for 2 million+ social audience to drive strategy, inform thinking, improve metrics, and measure performance
- Built executive thought leadership around subscription-based services and celebrity influencer branding
- Launched PR internship program; experienced with recruiting, managing, and motivating direct reports

PR Strategist

MTV Networks, Santa Monica, CA

10/2007 – 11/2009

Packaged programming-focused stories in emerging digital media.

- Streamlined, aligned, and scaled publicity efforts for multi-title reality shows through competitive research, platform determination, benchmarking, messaging and audience identification; co-created content with media outlets, generated enormous buzz resulting in shareable stories across online/social media platforms; served as “last eyes” for content produced by staff of 4
- Collaborated across internal teams to create and organize communication materials such as creative assets, media FAQs, blogger nuggets/clips, etc.
- Supported broader horizontal corporate initiatives related to award initiatives, event communication, media outreach, swag/corporate/talent gifting, and budget tracking

EDUCATION

MBA, Anderson School of Management | B.S. in Biology, UCLA