

SENIOR MARKETING & COMMUNICATIONS MANAGER

Strategic Media Planning & Relations — Marketing Strategy — Brand & Content Development

Integrated marketing leader with 10+ years of experience driving brand growth, user engagement, and full-funnel campaigns across sports, culture, and consumer tech. At Red Bull, I led high-impact, cross-functional programs that blended product marketing, influencer strategy, and real-world activations—delivering cohesive storytelling across paid owned and earned channels. Skilled in creative briefing, content strategy, and lifecycle marketing, I bring a test-and-learn mindset to building audience-first initiatives that fuel awareness and intent. A collaborative problem-solver who thrives in matrixed environments, I align stakeholders around bold ideas and deliver insight-driven campaigns that create lasting brand love.

CAREER EXPERIENCE

RED BULL MEDIA HOUSE – Philadelphia, PA

March 2019– March 2025

Senior Marketing & Communications Manager

Steered marketing and communications for Red Bull's initiatives across Sports, Culture and Brand campaigns, leading a regional field marketing team, developing year-long strategies for high-profile athletes, and **managing cumulative event and athlete budgets (\$2.5MM+)**.

Directed and executed business plans in collaboration with U.S. and global teams, managing 10+ regional influencer marketing programs and partnerships, including with the Philadelphia 76ers, to increase brand relevance and awareness.

- ▶ **Strategic Communications:** Devised year-long, multifaceted communication strategies and content plans, elevating public presence and brand identity of new product launches, Red Bull Athletes, and musical artists, utilizing a blend of tailored media engagement and digital storytelling.
- ▶ **Brand Marketing and Content Creation:** Orchestrated Olympic brand campaign with Trinity Rodman, leading comprehensive content shoot; managed budget and agency hire, yielding **25 million views**, 6 high-profile interviews, and a cover story, surpassing key performance indicators before Trinity won Gold in Paris.
- ▶ **Content Strategy and Management:** Developed and executed comprehensive content strategies at Red Bull for athletes, marquee events, and year-long campaigns—crafting multi-platform plans that aligned with brand goals, engaged diverse audiences, and delivered measurable impact across digital, social, and traditional media channels.
- ▶ **Project Management and Budget Oversight:** Commanded challenging workload of 41+ projects in a year by prioritizing tasks, engaging 3 external agencies, and overseeing the budget, leading to a budget savings year and full-time headcount.
- ▶ **Brand Awareness and Partnership Management:** Drove Red Bull's basketball brand awareness in Philadelphia by contributing to signing athlete Matisse Thybulle, coordinating a 360-degree marketing campaign and launch plan; achievements include a prominent mural, season-long campaign through content shoots, and **raising over \$180K** for court renovations in partnership with Sixers and the City of Philadelphia.

Communications & Programming Specialist, Sports (March 2017–June 2019)

Implemented audience-centric communication strategies using the PEMO model to bolster Red Bull's authenticity, relevance, and brand affinity in the sports domain, guaranteeing targeted distribution for maximal impact. Helmed and executed global best practices for diverse projects and activations like Red Bull Creators of the Game, and Red Bull Last Stand.

- ▶ **Viral Marketing and Brand Association:** Developed marketing campaign for Red Bull with NBA star Anthony Davis, establishing brand association within the basketball community via a viral Unibrow April Fool's Day prank, capturing 2% of global April Fools' conversations.
- ▶ **Influencer Relations:** Cultivated strategic partnerships with 20+ key influencers to create content and collaborate on Red Bull Events, generating over **70+ Million Impressions** productive audience engagement strategies.
- ▶ **Multi-Channel Campaigns:** Directed Road tour with Soccer Creator Mo Ali across 10 cities in 10 days, creating engaging content for Red Bull and influencer channels to raise awareness of property Neymar Jr's Five, culminating in **145+ million views across Instagram, Facebook, and Twitter**.

ELEAGUE | TURNER SPORTS – Atlanta, GA

November 2018–December 2019

Soccer Gaming Consultant

Served as project-based consultant for Eleague, focusing on properties such as FIFA, FUT Championships, and eMLS, creating engaging social content for Eleague's platforms during professional tournaments. Identified and leveraged content opportunities involving players and commentators to amplify reach and impact of professional esports tournaments.

NEW YORK RED BULLS – Harrison, NJ

October 2015–March 2017

Grassroots Marketing Manager

Managed 25-member street team to enhance brand awareness, fan base development, and lead generation, creating an official influencer program that nurtured relationships with high-profile individuals like F2 Freestylers and Enes Kanter.

Revitalized previously stagnant Pub partnership program by refining partnership criteria, focusing on quality over quantity, fostering more engaged partnerships, increasing season ticket revenue, and executing 10 pub partner events to strengthen local fan connections.

- ▶ **Partnership Development and Management:** Developed and managed Pub partnership program, establishing collaborations with 26 partners that generated **\$36,000+ in ticket sales**, marking a **415% growth compared to previous year**.
- ▶ **Partnership Development:** Cultivated solid partnerships with key players in the Tri-State Area Soccer community, including adult leagues and specialty stores, yielding revenue boost of **\$25,000 from targeted ticket sales** and promotional campaigns.

RED BULL NORTH AMERICA – Santa Monica, CA

January 2015–October 2015

National Brand Marketing Specialist

Led national “Back To College” retail program targeting 25,000+ students. Played a key role in retail activation team charged with distributing over 70 million Red Bull Flamesword Hero Cans in collaboration with Destiny Partnership.

- ▶ **Event Marketing and Brand Exposure:** Championed Red Bull Global Rallycross Hero Can project executing first-ever motorsports event at a military base, leveraging a 360-degree marketing strategy that encompassed digital, social media, PR, and on-site activations, facilitating audience engagement and brand exposure.
- ▶ **Sales Strategy:** Spearheaded the ‘At Work Playbook’ project, a guide designed to acquire new accounts and expand non-traditional sales, creating a document and rollout plan to pilot Red Bull's most major initiative and largest consumption occasion.

Education and Certification

Master of Business Association

Southern New Hampshire University – Manchester, NH

Bachelor of Science in Finance and Marketing (Minor in Professional Sales)

The College of New Jersey – Ewing Township, NJ

Diversity and Inclusion for Organizational Excellence

Stanford University Graduate School of Business