

EXPERIENCE

Havas, New York, NY | Associate Director of Growth | June 2023-Current

One of the world's largest media, communications and advertising groups, serving companies in every industry.

- Manages growth teams across multiple agencies, leading Arnold NY (key clients: Regeneron Dupixent, Twinings Tea, Airsculpt, etc.) and H4B Chelsea (Key clients: Sanofi Amlitelimab, Astellas women's health brands, etc.)
- Leads integrated marketing efforts and agency branding to unify strategic approach across consumer and HCP global business units
- Manages pitch processes and collaborates with executive leadership and key internal stakeholders to generate client proposals and deliverables focused on customer experience, creative, brand strategy, for both HCP and consumer audiences

Cohesion Foundation, Columbus Ohio | *Director of Communications (part-time, contract)* | February 2022-2024

A multi-part 501(c)3 and for profit organization funding multimillion dollar NIL deals for college athletes while unifying corporate leaders, alumni, fans, charities, and student athletes through purpose-driven NIL opportunities.

- Launched the Cohesion brand through website development management, campaign strategy execution, content creation, creative development, customer experience mapping, press management, event planning and athlete press coordination
- Leads a team of 5 communications professionals through the launch of Cohesion while training and onboarding new members
- Manages consumer marketing agency relationship for omnichannel customer experience tactics such as banner ads, display ads, radio ads, traditional media, merchandise, and experiential tactics.

Syneos Health, Columbus Ohio | *Genicos Growth Strategy Lead, Business Development* | January December 2020-June 2023

A global multinational contract research biopharmaceutical solutions company with one of the world's largest healthcare advertising networks.

- Lead prospecting efforts, business development pitches and proposals, external marketing efforts, brand strategy, and social media strategy for Syneos Health's oncology and rare disease agency; Genicos
- Collaborated with C-suite executives and internal and external stakeholders to generate client facing projects, deliverables and campaigns

Growth Strategist, Advertising Business Development | June 2022-January 2023

- Lead team throughout new business RFP/RFI pitch process by developing and creating brand strategy and content, while orchestrating client deliverables—bringing in over 20 million dollars in revenue in 2021
- Managed proposal submissions while developing creative CX strategies and tactics tied to overarching brand strategy based in behavioral science

Coordinator, Advertising Business Development | December 2020-June 2022

- Collaborated on client deliverables to achieve strategic client goals to increase overall revenue by generating proposals, assisting in brand strategy, positioning, and CX strategy
- Coordinated project timelines and deliverables across internal and external teams throughout multiple disciplines including brand strategy, account services, creative teams, and medical strategy

AlerStallings Law Firm, Columbus Ohio | Marketing Coordinator | May 2020-December 2020

Ohio's largest estate planning, elder law, and asset protection law firm.

- Launched company wide rebrand, website redesign, and development of new ad campaign strategies
- Orchestrated marketing efforts by managing projects including webinars, direct mail campaigns, radio spots, Facebook campaigns, email campaigns, and wrote and designed digital ad sets and landing pages
- Collaborated with marketing team and internal and external stakeholders to coordinate projects, timelines, develop strategic implementation, sales strategy, and analyze campaign data

Ron Foth Advertising, Columbus Ohio | Copywriting Intern | May 2018- September 2019

One of the mid-west's largest revenue-generating advertising firms with clients including Safelite Autoglass, Bob Evans, Santa Monica, Cameron Mitchell Restaurants and the Columbus Zoo and Aquarium.

- Responsible for full lifecycle tasks on client engagements including project coordination, creative and content development, social media campaigns, search engine optimization, market research, campaign metrics and analytics across freelancing efforts
- Developed clear, concise communications for social media, email campaigns, developed creative ideas, wrote radio scripts, subject lines, and ad copy while working with a creative team to brainstorm concepts

EDUCATION

MBA Candidate, UT Austin | McCombs School of Business | Austin Texas

- Masters of Business Administration 2026 evening MBA candidate

BS, Ohio University | E.W. Scripps School of Journalism | Athens OH

- E.W. Scripps School of Journalism—bachelor of science in strategic communications (Advertising and PR), 3.8 GPA
- Achieved a certificate in social media and a Minor in Marketing, graduated magna cum laude