

## EXECUTIVE PROFILE

Innovative and results-driven Brand Marketing Director with over a decade of experience in omnichannel media, PR, and consumer marketing. Expertise in building brand awareness and brand equity, driving consumer acquisition, and fostering retention through data-driven strategies and compelling brand storytelling. Recognized for creating high-impact marketing programs, leading cross-functional teams, and delivering measurable business growth.

## KEY SKILLS & EXPERTISE

- **Brand Marketing & Strategy:** Proven success in developing omnichannel marketing strategies that increase brand equity and awareness.
- **Omnichannel Media & PR:** Extensive experience managing multi-million-dollar budgets across digital, social, TV, print, and PR channels.
- **Influencer & Content Marketing:** Built and scaled influencer programs, driving engagement and expanding audience reach.
- **Go-to-Market Strategy:** Led high-impact product launches and digital innovation programs for global brands.
- **Leadership & Collaboration:** Strong leadership in managing cross-functional teams, agency partnerships, and business development.
- **Data-Driven Insights:** Skilled in media analysis, audience targeting, and leveraging data to optimize campaigns and drive ROI.

## CAREER HIGHLIGHTS & ACHIEVEMENTS

- **1M+ Social Media Growth:** Increased Meta audience from 6,000 to over 1 million in 18 months through organic growth and strategic partnerships, supported by effective paid media strategies.
- **\$35M Budget Management:** Managed omnichannel marketing budgets exceeding \$35M, delivering high-impact campaigns across multiple channels, including digital, TV, print, and PR.
- **Product Storytelling Excellence:** Created compelling product stories for Humanscale's US and Canadian showrooms, supporting sales and enhancing brand perception.
- **Operational Process Improvement:** Identified and implemented operational improvements at Marketsmith Inc., enhancing project management and media optimization processes.
- **Digital Innovation for Global Brands:** Spearheaded digital go-to-market innovation programs for Estee Lauder Companies' key brands in APAC and China travel retail markets.
- **High-Impact Consumer Marketing Campaigns:** Developed omnichannel marketing strategies and consumer-centric sampling programs that boosted customer engagement and retention.'

## PROFESSIONAL EXPERIENCE

### Brand Marketing + Media Consultant

**December 2023-present**

- Providing brand consulting services including go-to-market strategies, public relations, and digital media approach for small businesses and non-profit organizations.

### Director, Digital Marketing Travel Retail Worldwide (consultant) The Estee Lauder Companies, New York

**July 2023 – December 2023**

- Led go-to-market digital innovation programs for Estee Lauder, Jo Malone London, Origins, and Bobbi Brown.
- Developed omnichannel strategies for the APAC/China travel retail market, collaborating with internal teams and external media partners.
- Created consumer-centric sampling and retail programs to support reserve and collect strategies.
- Implemented campaign briefing and KPI reporting standards to drive actionable insights.

**Brand Director, North America**  
**Humanscale, New York NY**

**April 2022 – April 2023**

- Directed brand strategy and campaigns for B2B and direct-to-consumer markets in the US, Canada, and Mexico.
- Managed media, PR, CRM, and affiliate agencies to align with brand standards and growth objectives.
- Led the digital influencer strategy, fostering long-term content partnerships.
- Supervised cross-functional teams, including product marketing, brand marketing, and communications.

**Manager, Engagement Planning & Digital Media Production (consultant)**  
**Bristol Myers-Squibb, Lawrenceville, NJ**

**July 2021 – March 2022**

- Developed direct-to-consumer communication and media strategies for hematology brands.
- Led production of websites, CRM emails, and field-facing communications for key brand launches.

**Director, Agency Operations**  
**Marketsmith Inc., Cedar Knolls, NJ**

**April 2018 – May 2021**

- Identified and implemented operational improvements, optimizing media and project management processes.
- Led media strategies for new business RFPs, securing \$6.5M in agency spend within eight months.
- Served as President of the Employee Action Committee, enhancing workplace culture.
- Received the "2019 People's Choice Employee of the Year Award."

**Brand Marketing Manager**  
**Eggland's Best, LLC, Cedar Knolls, NJ**

**December 2010 – December 2017**

- Managed omnichannel brand marketing campaigns, significantly growing the brand's reach and engagement.
- Led content marketing and paid media strategies, expanding Facebook audience to over 1 million.
- Built CRM strategies, growing the email marketing database from 5,000 to over 180,000 subscribers.
- Developed branded video series and custom eCookbooks used for digital campaigns.
- Grew influencer program to over 1,500 bloggers/influencers, driving brand advocacy.

**Java Social Networking, Jersey City, NJ**  
**Social Media & Digital Strategist**

**April 2010 – December 2010**

- Executed social media marketing campaigns for clients in food, beauty, music, and consumer products.
- Managed WordPress development and provided monthly analytics reporting.

*\*Prior professional experience available on request\**

**EDUCATION**

B.A. Journalism, English minor, The Pennsylvania State University, University Park, PA  
Awards: Penn State Schuylkill Campus Scholar

**AFFILIATIONS + VOLUNTEER WORK**

- Member, Brand Innovators 40 Under 40 Class of 2014, Best Brand Marketers, East
- Trustee, Scotch Plains-Fanwood Scholarship Foundation, 2015-present