



# Rhiannon Price

## I build creative teams that make money

Los Angeles, California

415.359.5159

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[www.rinopie.com](http://www.rinopie.com)

### //Overview

I'm an Executive Creative Marketing Leader with a strong foundation in Team Leadership, Product Marketing, and Creative Direction. My expertise lies in anchoring multidisciplinary teams in social-first data-driven strategies, guaranteeing maximised ROI from all creative campaigns. I also make a mean omelette.

### //Experience

#### **Creative Consultant**

April 2024 - present LOS ANGELES, USA

Working with a variety of clients within gaming, entertainment, sports, and casino to help them build out their creative marketing operations, focusing on 3 key areas:

#### **1. Creative Direction**

- Offer feedback and strategic advice on branding, performance strategy, and creative deliverables.
- Lead creative ideation sessions to push the boundaries of conventional marketing.
- Organize and facilitate brainstorming sessions to spur innovation.
- Conduct in-depth competitor analysis and market research to inform strategy.

#### **2. Creative Operations & Process**

- Design and implement comprehensive creative processes that includes ideation, production, and a performance-based feedback loop.
- Manage and prioritize initiatives across paid, organic, and corporate campaigns.
- Evaluate current capabilities to identify opportunities and gaps, enhancing efficiency.
- Optimize artist team workflows and time management to improve productivity and reduce project timelines.
- Implement cutting-edge software and technologies, including AI, to boost productivity, quality, and efficiency.
- Coordinate the selection and onboarding of creative agencies, production companies, and various vendors.
- Assist recruitment efforts for full-time creative staff.

#### **3. Creative testing infrastructure**

- Develop frameworks for measuring and optimizing creative output.
- Collaborate with analytics teams to establish tools and ensure the availability of accurate data.
- Create and maintain performance dashboards to monitor and analyze marketing effectiveness.
- Introduce and train creative team members in a performance marketing approach, enhancing marketing ROI.



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### //Experience cont.

#### **The Sandbox // Head of Creative Marketing**

Jan 2023 - April 2024 LOS ANGELES, USA

[www.sandbox.game](http://www.sandbox.game)

- **Strategic User Acquisition and Marketing Expansion:** Optimize user acquisition, reducing CPI from \$80 to \$22, whilst expanding marketing channels such as TikTok and blockchain questing platforms. Spearhead creative initiatives for 4 major products, leveraging emerging technologies like AI to enhance performance. All while scaling spend by 10x.
- **Creative Leadership and Strategic Partnerships:** Develop comprehensive marketing strategies, including ideation and content creation, and forge strategic IP partnerships, blending creativity with data-driven approaches to meet business goals.
- **Agile Execution and Innovation in Content:** Manage and execute agile marketing campaigns that adapt quickly to changing priorities, introducing new content formats like influencer and user-generated content to diversify outreach and engagement strategies.
- **Lifecycle Marketing and Conversion Optimization:** Overhaul the marketing funnel from ads to CRM, significantly increasing email open rates and engagement through targeted, creative strategies, while optimizing budget to maximize ROI.
- **Team Leadership and Cross-Functional Collaboration:** Lead a diverse team of creatives from project inception to completion, emphasizing continuous learning and innovation to enhance productivity and nurture cross-functional relationships.

#### **Jam City // Senior Director, Creative Marketing**

May 2018 - Jan 2023, LOS ANGELES, USA

[www.jamcity.com](http://www.jamcity.com)

- Managed global marketing efforts leading a team of 52; produced over 3,000 assets monthly for paid, organic and storefront.
- Supported over \$10M monthly paid media spend with all creative content.
- Achieved revenue KPIs for both paid and organic campaigns.
- Seamlessly merged Data Science with creativity; frequently outperformed control metrics
- Pioneered the Seedling Strategy, a new testing methodology that allowed us to cost effectively test ads and scale at speed.
- Built the team and created departmental structure, fostering a culture of commitment and growth. Average team employee tenure of 5+ years.

#### **ICHI Worldwide (Creative Agency) // Partner & VP**

OCT 2012 - May 2018, LOS ANGELES, USA

[www.ichi-worldwide.com](http://www.ichi-worldwide.com)

- Managed every stage of marketing campaigns from strategy, creative, to production.
- Oversaw company budgets, pipeline, and business strategy as a board-level partner.
- Grew business from \$500K annual billings to over \$6m annually.
- Handled client management, including budgeting, scheduling, risk analysis, and quality control.



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### //Experience cont.

#### **Hogarth Worldwide // Head of Broadcast Production**

NOV 2009 - OCT 2012, LONDON, UK and BUENOS AIRES, ARGENTINA

[www.hogarthww.com](http://www.hogarthww.com)

- Led a 16-member post-production team providing a range of services.
- Partnered with senior management at JWT & Ogilvy for business opportunities.
- Successfully executed projects for top-tier clients like Coca Cola, Rimmel, Rolex, and more.

#### **AMV BBDO // Producer**

JULY 2008 - NOV 2009, LONDON, UK

[www.amvbbdo.com](http://www.amvbbdo.com)

- Managed TV projects for the EU and globally.
- Collaborated with diverse teams including animators, editors, and agency teams.

*Other roles prior to this including Head of Production, Bookings Coordinator, Runner, Receptionist, Administrator.*

### //Education

#### **University of the Arts London, Central St. Martins // Art & Design**

SEP 2001 - JULY 2004, LONDON, UK

- Graduated with First Class Honours, specializing in motion picture.
  - Thesis: "Ambivalent Attitudes to Technology" – A study of sci-fi, art, the human body, and technology.