



Professional Summary

Dynamic Advertising, Sales, Operations, and Business Development Executive with a proven record of pioneering solutions in the evolving advertising landscape. Skilled in transforming traditional media strategies into cutting-edge digital initiatives, honed through leadership roles across major networks, sports leagues, agencies, and media organizations.

Expert in leveraging data-driven decision-making, AI insights, and automation to enhance efficiency and sponsorship performance across digital, programmatic, linear, and social platforms. Adept at building revenue-generating partnerships and crafting strategies that align with dynamic market demands, delivering measurable success in a constantly shifting media ecosystem

Employment History

APR 2023 - PRESENT

NEW YORK, NY

Senior Vice President, Client Delivery Operations, Dentsu Media - Americas

- Led Client Operations, PMO, and Performance Creative teams to drive delivery excellence and operational efficiency across Carat, DentsuX, and iProspect.
- Led strategy for project management, operations, and performance creative resources, optimizing processes for high-profile accounts, including LinkedIn (marketing), Heineken (sponsorships), and JCPenney (media).
- Integrated 2,000+ acquired resources (MuteSix, Merkle Media, CXM Analytics) into Dentsu Media Service Line, ensuring operational continuity and client success.
- Led the business operations, product, and development team for the proprietary Position Action Request (PAR) system, optimizing resource deployment for a more agile client staffing model.
- Drove operational improvements and secured dedicated operational staff supporting client delivery success and satisfaction across legacy and new clients (including Papa Johns, Ikea, and JPMorgan Chase) increasing delivery innovation and boosting internal and external team satisfaction scores.
- Designed and executed a comprehensive Client Delivery Operations strategy, including a menu of services and sales materials, to support internal teams and drive incremental proposals and new client acquisitions.

JUL 2021 - DEC 2022

NEW YORK, NY

Vice President, Partnerships, The Atlantic

- Led a revenue-generating sales and sponsorship team covering the technology and consumer sectors, surpassing revenue targets in 2022.
- Charged with setting the sales and sponsorship vision for the group through strategic planning and developing winning, cross-platform programs and proposals that led to commercially successful advertising partnerships focused on integrated selling.
- Delivered more than \$3M in new automotive category business in 2022, by securing high-impact partnerships supporting key editorial positions and tentpoles for Lexus, Land Rover, and Toyota.

JAN 2017 - NOV 2020

NEW YORK, NY

Vice President, Integrated Media Solutions, Major League Soccer (MLS)

- Launched MLS's first betting platform, partnering with MGM Resorts and BETMGM.
- Managed client relationships with top brands including Audi, Adidas, and AT&T.
- Crafted sales strategy for MLS Club Activate, boosting local media revenue by over \$5M.
- Implemented the MLS Studio Entitlement Program, securing AT&T as the inaugural sponsor.

AUG 2013 - JAN 2017
NEW YORK, NY

Vice President, Integrated Marketing, Digital, Turner Broadcasting

- Directed digital promotions, boosting multi-screen reach and profit growth focused on Sports and Entertainment tentpoles including Inside NBA, March Madness on TruTV and Adult Swim at Comic Con.
- Led award-winning cross-network campaign, enhancing brand visibility.
- Devised strategies generating over \$20M annually for digital platforms including CN Anywhere and Bleacher Report.
- Collaborated with diverse clients, ensuring tailored marketing solutions.
- Enhanced client engagement through innovative digital monetization.

OCT 2011 - AUG 2013
NEW YORK, NY

Senior Director, Strategic Marketing & Digital, NBCUniversal, USA Network

- Developed NBC's first roadshow, enhancing media offerings for agency planning.
- Collaborated with sales and finance to optimize digital sales strategies.
- Serviced high-profile clients, ensuring effective digital media campaigns.
- Led marketing operations for digital platforms, achieving measurable success.

MAY 2008 - OCT 2011
NEW YORK, NY

Director, Multimedia Marketing, ESPN

- Directed marketing strategies for ESPN, boosting digital video revenue by \$28M annually.
- Managed client relationships with top brands like IBM and Nike, enhancing business deals.
- Ensured compliance in custom video campaigns, aligning with NFL, NBA, MLB standards.
- Pioneered ESPN's live streaming platform, delivering Red Carpet solutions across ESPN events for client partners including (ESPYs, ESPN Next, ESPN the Weekend).

Education

WASHINGTON, D.C.
HANOVER, NH

B.A., Communications & Media, Howard University (Cum laude)
Tuck Executive Education, Dartmouth College

Additional Information

Affiliations

- Chief (Member)
- Women in Sports and Entertainment (Member)
- National Association of Black Journalists (Member)
- Society of Professional Journalists (Member)
- For Soccer Ventures – Black Star Board (Director)

Awards & Accolades

- Top Women Leaders of New York (Women We Admire)
- Top Women Executives in Advertising and Marketing (Black Enterprise)
- Rising Stars 40 and Under (Black Enterprise)
- Top 40 Under Forty Honoree (The Network Journal)