

Summary

An accomplished marketing leader with diverse in-house and agency experience in retail, CPG, technology, hospitality, and entertainment, along with a Master's degree from a top 25 university.

Professional Experience



Mars, Inc.

Marketing & PR Manager

Las Vegas, NV

August 2014 – Present

- Increase customer traffic and sales volume at both retail stores and website; within four months:
- Grow the gourmet chocolate retail and CPG brand Ethel M® Chocolates of Mars, Inc. through traditional, digital and social marketing channels, as well as strategic public relations initiatives
- Coordinate with advertising, marketing and PR agencies for strategy, print shops for packaging, DM production and distribution, and stores for visual merchandising and sales
- Manage print, radio, direct mail, OOH, affiliate networks, social media, PPC, SEO, in-store signage and various other media, while overseeing multiple agencies and vendors
- Develop promotions and partner with key brands and companies to increase traffic and sales
- Research, develop and enhance products to appeal to new and existing target markets
- Act as brand spokesperson on numerous TV and radio stations for key promotions

Skills: marketing, PR, branding, promotions, partnerships, product development, social media, digital marketing, agency relations, photo shoot management, direct mail, email, retail, CPG, gourmet food



DirecTV

Senior Communications Specialist

Las Vegas, NV

January 2014 – August 2014

- Developed, maintained, and implemented DirecTV Employer Brand, which is used to attract and retain top talent in the highly competitive technology and telecommunications industries
- Managed Employer Brand photo shoots, including budgeting, shot lists, and talent coordination
- Strategically planned and created targeted communications to internal (executives, employees) and external (job seekers, customers, government, investors) stakeholder groups
- Assisted in the strategy, branding, and implementation of the DirecTV programs available to employees, including internal education programs, health care, IT, and events
- Coordinated with internal teams and an external agency to create the [new careers website](#)

Skills: strategic communication, branding, social media, marketing, change management, speechwriting, photo shoots, organizational change, event management, telecommunications, tech



Caesars Entertainment

Brand Copywriter

Las Vegas, NV

March 2011 – January 2014

- Responsible for creating branded advertising and marketing communications for icons including Caesars Palace, Planet Hollywood, Harrah's, Horseshoe, and Total Rewards (loyalty program)
- Developed marketing campaigns and content through new and traditional media platforms including print, direct mail, website, social media, television, radio, and press releases, ranging from regional campaigns to large national and international campaigns
- Assisted in photo shoots to ensure alignment of branding and/or campaign concepts
- Won two Las Vegas ADDY awards and one AIGA award for various campaigns

Skills: copywriting, marketing, PR, branding, creative campaigns, social media, loyalty marketing, direct mail, radio, television, OOH, digital, hospitality, entertainment, casino, restaurant



iDriveSafely.com
Web Marketing Copywriter

Carlsbad, CA
April 2010 – March 2011

- Responsible for four website builds and new brand launches through overseeing creative and content development, copywriting, A/B testing, data analysis and project management
- Improved online traffic, bounce rate and conversion by tracking marketing strategies through Google Analytics, Google AdWords, and Hootsuite
- Increased web traffic by 20% and conversions by 18% using SEO, PPC, social, and UX best practices

Skills: copywriting, internet marketing, SEO, PPC, Google AdWords, Google Analytics, content marketing, branding, A/B testing, project management, product development, automotive, web



Aviatech Interactive (now Mindstream Interactive)
Copywriter & Social Media Manager

San Diego, CA
September 2008 – April 2010

- Responsible for creating advertising, marketing, and public relations communications for brands including The UPS Store, The Villa Group, Togo's Sandwiches, Jani-King, and others
- Managed several social media campaigns using Facebook, Twitter, WordPress, and YouTube
- Increased franchise lead conversion for The UPS Store by coordinating the call center, strategically crafting call scripts to leads, and updating lead conversion tracking
- Communicated and coordinated with clients to develop creative and social media campaigns

Skills: copywriting, advertising, marketing, PR, branding, SEO, internet marketing, social media, content marketing, blogging, franchise, retail, restaurant, services



Garden Fresh Restaurant Corporation
Marketing Intern

San Diego, CA
July 2008 – October 2008

- Managed communication with media vendors and performed market research
- Created strategies to increase brand awareness and product demand across target markets

Skills: marketing, communication strategy, media relations, government relations, food service regulations, branding, social media, product development, loyalty programs, restaurant, retail

Education



University of Southern California
Master of Communication Management (4.0 GPA)

Los Angeles, CA
December 2013

- Presented case studies to professors and peers centered on marketing and strategic communication for Nike, Wal-Mart, Starbucks, Lululemon, Tesco, USPS, Zappos, Caesars Entertainment, and others
- Focused research on strategic communication, organizational change, and integrated marketing
- Practicum research focused on organizational change, culture, and emotional intelligence



Northern Arizona University
B.S. Advertising, Minor Electronic Media, Certificate Promotional Marketing

Flagstaff, AZ
May 2008

- Earned the McElfresh Advertising Internship in 2008; Wyndham Vacations Sales Internship in 2007
- Became Delta Upsilon Fraternity Chapter President in 2007
- Promoted to NAU Live Sports Director and Sports Anchor in 2005
- Awarded Dean's List four times