

EDUCATION

The George Washington University, School of Business	Washington, DC
Master of Business Administration (MBA)	Exp. 2019
Certificates: Digital Marketing Communications, Marketing & Brand Management	Exp. 2018
Indiana University, Kelley School of Business	Bloomington, IN
Bachelor of Science in Business Marketing, Minor: History of Art	May 2008
Institute for the International Education of Students	Dublin, Ireland
Areas of Study: Economics, International Politics	Summer 2006

EXPERIENCE

United Way Worldwide	Alexandria, VA
<i>Director, Product Marketing</i>	Jan. 2018 – Present

Responsible for developing and implementing comprehensive product marketing strategies and tactics to drive adoption of United Way Worldwide (UWW) social impact products within corporate partners and across the United Way Network.

- Facilitate corporate partner engagement of their employees to enrich their experience by giving back.
- Lead product marketing efforts, incl. **Salesforce.org Philanthropy Cloud** partnership to revolutionize social giving and redefine the future of corporate giving, *MyFreeTaxes*, *SalaryFinance*, *Generation*, *Mission United*, *2-1-1*, etc.
- Cross-functionally design, develop, test, launch, and evaluate UWW social impact products for domestic and international markets; in addition, support the design of products based upon established innovations, solutions and initiatives that accelerate and improve United Way Network performance.
- Work side-by-side with sales team to develop resources and engage enterprise-level buyers of impact products.
- Operationalize go-to-market strategies for United Way products to maximize local adoption and individual engagement across the United Way Network, using Salesforce CRM software; developed metrics of success for accountability.

<i>Manager, Digital Programs</i>	Apr. 2016 – Dec. 2017
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Managed digital programs to create individual donor experiences and to highlight stories that build on our mission to fight for the health, education and financial stability of every person in every community.

- Led strategic planning, marketing, sales and launch of social impact products.
- Directed the development, execution, and promotion of digital programming, specifically with *The Hero Effect*—a television/digital series that raised awareness of local initiatives and fostered individual engagement opportunities.
- Worked alongside production partner, Dolphin Entertainment, to co-lead and co-decide all things related to *The Hero Effect*, supporting United Way's interests and values; garnered approximately one million unique viewers, not including DVR or digital views, with high performance among millennials.
- Created marketing communications plans, incl. social media, public relations, internal and external network comms.
- Led story development, on-site production, editorial feedback, ancillary content creation, and website development.
- Produced stage presentation and panel discussion for executive team to announce program at worldwide conference.

Rhythm & Hues	Los Angeles, CA
<i>Producer</i>	Dec. 2014 – Apr. 2016

Returned to lead loyal company rebuild, orchestrating all production and content-driven marketing efforts as the principal client contact for projects, incl.: *Skull Island: Reign of Kong*, *Game of Thrones*, and *The Walking Dead*.

- Harmonized numerous departments by advocating technical approach for first-time theme park production with decade-long tenure, meeting ambitious milestones under accelerated schedule and fixed budget.
- Championed campaign to restructure communication pipeline with new parent company by aligning internal executive priorities with client, thus alleviating 50% of processing time/cost and strengthening partnerships.

<i>Program Coordinator</i>	Dec. 2009 – May 2012
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Produced across multiple departments, leading teams of up to 57 creatives on multimillion dollar properties, incl.: *Life of Pi*, *Mr. Popper's Penguins*, *Hop*, and *Charlie St. Cloud*.

- Supervised multifaceted budgets based on scope, schedule, and resource allocation, with actuals averaging 18% below initial cost estimates, while also absorbing up to 35% more work than initially awarded.
- Streamlined production efficiency for studio of 1,000+, enabling personally-managed teams to establish new industry standards that resulted in unanimous accolades and the *Academy Award*, *Visual Effects*.
- Trained and on-boarded 20+ coordinators over 4 concurrent projects with crews of 521+ to address scope increases.
- Created, staffed and managed two new departments as the gateway for 15 global, cross-functional teams.

Scarecrow VFX*Program Manager*

Los Angeles, CA

Apr. 2014 – Dec. 2014

Launched world's first cloud-based visual effects company via local value-based positioning in transient digital industry.

- Established roadmap with supporting business plans to ensure consistent corporate growth and innovation; incl. partnering with the Sundance Institute and building a more user-friendly website/platform experience.
- Designed multi-channeled platform for clients, creatives, and production, integrating website with innovative asset and communication system to cut overhead costs by up to 50% through remote-based workflow.
- Served as acting producer to bid future projects, assign resources, assess risk, and track fluid budgets for small to large-scale projects, reducing labor costs through efficient cross-functional team management on concurrent projects.
- Presented strategic recommendations on how to enhance the company's value proposition by creating user-friendly data management and analytics tools.
- Generated new business on 3 projects by identifying industry influencers, personal selling through pitch presentations, media outreach, consumer base retention of 650+ creatives and businesses, and demonstrating how our innovations allow us to provide local support while staying fiscally competitive.
- Established best practices and quality assurance for MPAA compliance to qualify for studio-level work (e.g., Warner Bros.).
- Developed unique strategies to target wide range of potential clients, creating messages to support each through diverse communications channels, incl. website copy, social media engagement, consumer outreach, and internal messaging.

The Walt Disney Company*Program Coordinator*

Los Angeles, CA

Sept. 2013 – Apr. 2014

Created ambitious "Disney experience" centered on the \$180M franchise film production, *Maleficent*.

- Collaborated with President of Film Production and executives (e.g., Angelina Jolie) to establish creative strategy for a reimagined property, far-exceeding box office expectations as the 4th highest-grossing film of 2014.
- Directed 5 global vendors' daily operations alongside internal teams by communicating vision against calculated schedule and budget, authoring creative feedback on 10,000 shot versions for film and marketing.
- Aligned domestic/worldwide production and marketing initiatives to Disney's corporate values, identifying opportunities for distinction through style guides, focus groups, creative storytelling, and cross-selling.

Digital Domain*Global Vendor Coordinator*

Los Angeles, CA

July 2012 – June 2013

Orchestrated activities and aligned business objectives amongst external vendors, studio clients, and internal departments to successfully meet tightly-budgeted deadlines for several \$100M properties, incl. the pioneering co-production, *Ender's Game*.

- Acting producer and strategist for 5 global vendors, serving creative development, best practices, staff resources, and on-boarding of 8 international companies.
- Expanded the Global Outsource unit through the creation of an enhanced communication pipeline and an automated asset delivery system, enabling company to outsource nearly 30% of contracted work and reduce labor costs.
- Maneuvered through corporate bankruptcy and resurgence, coordinating vendors via crisis communication as core relationship manager without losing their services or client trust, and still delivering on time.
- Analyzed and interpreted weekly production costs and task completion rates, and advised on optimization of resources that ultimately delivered above target margin.

Freelance Media Production

Apr. 2008 – Dec. 2009

Produced media across diverse landscape for clients, incl.: *ABC, The CW, Disney, Bravo, TLC, & Discovery*.

- Cultivated experience without initial contacts in all stages of project development (pre-, post-, on-site), incl. 5 independent features, 3 short films, 9 TV shows, 1 TV special, and 1 digital show.
- Coordinated innovative digital ventures (e.g., Disney XD) with an emphasis on story development, budgeting, field producing, digital post-production, and promotional campaigns.

PMK•BNC (Formerly PMK/HBH)*Brands, Talent, and Events Intern*

New York, NY

May 2007 – Aug. 2007

Aligned company's divisional goals to maximize exposure of A-list talent and global brands, incl.: *Lars and the Real Girl, Charlie Bartlett, Gossip Girl, Tony Awards*, and *Ripley's Believe It Or Not (200M media impressions)*.

- Mobilized campaigns by merging large-scale event production and strategic publicity, one with American Express that generated \$2M in funding to provide 3.5M people in Africa with safe water.