

Professional Summary

Results-driven Digital Media Executive with 15+ years of experience in developing and executing innovative digital, viral, and social media campaigns for the entertainment industry. Proven track record of driving engagement, boosting brand awareness, and leading high-performing teams. Skilled in digital strategy, marketing communications, and talent acquisition.

Professional Experience

Executive Vice President, Theatrical Movies Division

Inazuma.co | January 2018 - Present

Senior Vice President, Digital Marketing

Eon Media Group | June 2015 - December 2017

Key Achievements:

- Increased social media engagement by 500% through targeted campaigns
- Developed and executed a digital strategy that resulted in a 25% increase in box office sales

Responsibilities:

- Led a team of digital marketers in developing and executing campaigns
- Collaborated with cross-functional teams to align marketing initiatives with business objectives

Vice President, Online Marketing

Lumina Entertainment | March 2012 - May 2015

Key Achievements:

- Boosted website traffic by 300% through SEO and content marketing initiatives
- Developed and managed a CRM system that increased customer retention by 20%

Responsibilities:

- Managed a team of online marketers in developing and executing campaigns
- Analyzed web analytics to inform marketing decisions

Director, Social Media Marketing

Pulse Digital Media | January 2009 - February 2012

Key Achievements:

- Grew social media following by 1000% through targeted advertising and content creation
- Developed and executed a social media strategy that resulted in a 15% increase in brand awareness

Responsibilities:

- Led a team of social media marketers in developing and executing campaigns
- Collaborated with cross-functional teams to align social media initiatives with business objectives

Senior Marketing Manager

Fusion Marketing Agency | June 2006 - December 2008

Key Achievements:

- Developed and executed a marketing campaign that resulted in a 20% increase in sales
- Managed a team of marketing professionals in developing and executing campaigns

Responsibilities:

- Analyzed market trends to inform marketing decisions
- Collaborated with clients to understand their marketing objectives

Education

Bachelor of Science in Marketing

University of Southern California

Technical Skills

Digital Media:

- Digital Strategy
- Digital Marketing
- Social Media Marketing
- Social Media
- Online Marketing
- Blogging

Marketing Communications:

- Marketing Strategy
- Entertainment
- Online Advertising

- Marketing Communications

Data Analysis:

- Web Analytics
- CRM
- Social Media Measurement
- Analytics

Product Development:

- Product Development
- Product Management
- Website Development

Management:

- Account Management
- Sales Management
- Campaign Management
- Content Management
- Talent Acquisition

Miscellaneous:

- SEO
- Email Marketing
- Brand Development
- User Experience
- Customer Relations
- Competitive Analysis
- Web Content Management
- Web Project Management
- Writing
- Social Networking
- Interactive Marketing
- Mobile Marketing