

TALIA ARMATO-HELLE

MARKETER

PROFILE



Gaming industry professional specializing in omni-channel marketing and cultural DE&I leadership.

CONTACT



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Seattle, WA

SKILLS



Google
Analytics
Tableau



Vendor
Management
Budget Owner



Strategy
Project
Management



Adobe
Creative Suite
Copywriting

EXPERIENCE

MANAGER, TRADE MARKETING | HASBRO—WIZARDS OF THE COAST
October 2015—Current

- ◆ Team manager of 4, responsible for delivering a 15-20% increase in sales with each product release driven by strategy of omni-channel marketing through hobby retail, mass market, and e-commerce.
- ◆ Developing strategic B2B retail marketing programs resulting in *Magic: The Gathering* being a top franchise brand, alongside *Monopoly*, contributing to over a billion-dollar revenue stream.
- ◆ Creating customer lifecycle program strategy leading to consistent year over year growth of 20-30% of the net revenue in the Hasbro Gaming category.
- ◆ Adapting key business operations to maintain and continue growth in consumer product channels during pandemic conditions, generating in an increase in new retail members.
- ◆ Leading cross-functional teams executing go-to-market tactics for product promotions for more than 6,000 business partners globally in the Wizards Play Network.

MARKETING COMMUNICATIONS MANAGER | CYPRESS SEMICONDUCTOR

September 2011—September 2015

- ◆ Developed B2B global messaging strategies leading to new developer outreach, resulting in an increase of 10% in unit sales and 30% new customer leads.
- ◆ Managed international tradeshow presence leading to partnerships in influencer marketing that resulted in new customer adoption and integration into emerging products.
- ◆ Drove go-to-market plans for two main business units of the company product offerings with consistent success of 80-110% of outlined goals for each product launch.

EDUCATION

BA | UNIVERSITY OF MINNESOTA
Minneapolis, MN