



NATALIE ROSS



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314.566.2989



Denver, CO



SKILLS & EXPERTISE

- Relationship building
- Financial management
- Team building & leadership
- Strategic brand planning
- Comms & creative strategy
- Digital & social innovation
- Paid media & measurement
- CPG & beverage
- Shopper & retail marketing
- Promotional & event marketing
- Strong written & verbal communications



BRAND PARTNERS

verizon



AT&T



AWARDS & RECOGNITION

- Visible Red Rocks Unpaused: Adweek, Shorty's, The Drum, Denver50, One Club
- Visible #Phonetopia: Denver50, One Club
- Visible 404 Stores: Cannes Lions shortlist, One Club
- Starbucks K-Cup "Flavor Match", Pro Award
- Seattle's Best Coffee "It's like a free upgrade", Silver Internationalist Awards

SUMMARY

A passionate and driven business leader with over 15 years of integrated marketing and brand building experience, seeking a management position that allows me to inspire a motivated team and drive growth and innovation for a brand.

PROFESSIONAL EXPERIENCE



Group Account Director **Madwell, Denver, CO** **June 2018 – Present**
Integrated Brand & Digital Marketing, Visible Wireless

Responsible for leading and growing Visible, a newly launched brand and wireless carrier backed by Verizon.

- In just 90 days restored the health of our largest account and negotiated our FY19 retainer which more than doubled revenue. Our relationship still remains strong.
- Managing a total client portfolio of +\$20MM and driving ~20% organic growth annually.
- Mentor and support in career development for an account team of +5 FTEs.
- Led several innovative and award-winning immersive events including Red Rocks UnPaused, Unlimited Massages, #InVisibleNY, SXSW Music Box and #Phonetopia.



Group Account Director **The Integer Group** **Oct 2014 – June 2018**
Integrated CPG Marketing, Starbucks and Seattle's Best Coffee

Responsible for oversight of national CPG campaign initiatives, scope negotiation, revenue and staffing for Starbucks, Seattle's Best Coffee and TAZO (\$8MM annual revenue).

- Grew our retained agency fee by 37% and delivered against 100% of organic revenue goals 4 years in a row (+\$250k/year) through proactive selling.
- Managed professional development for 6 direct reports, negotiated annual scoping and staffing for 35 FTEs, and ensured ongoing team health and training.
- Led national integrated product launch of Starbucks Hot Cocoa K-Cups campaign including TV, print, web, DM sampling, digital media and social influencer activation.
- Led the last five Starbucks seasonal marketing initiatives, of which Holiday FY'17 was historically the highest performing program to date, resulting in 97% ACV.
- Account lead on SBC qualitative consumer research, brand re-positioning, brand site redesign and development, social content strategy, e-CRM and influencer programming.

Digital Innovations Director **The Integer Group** **Sept 2012 – Oct 2014**
Test and Learn digital/retail Marketing, MillerCoors portfolio

- Pioneered the MillerCoors "Digital Toolbox"—an arsenal of digital programs that were tested and standardized for customization across the business.
- Launched the first Food and Beer pairing website for MillerCoors, PintsandPlates.com—named MillerCoors program of the year.
- Piloted a motion-activated retail display leading to a 15% lift in off-premise beer sales.
- Launched an NFL test campaign for Miller Lite in partnership with Drizly alcohol delivery.
- Successfully activated the Miami Heat Fancam social experience—a first for MillerCoors.

Account Supervisor **The Integer Group** **Jan 2009 – Sept 2012**
Integrated Digital Marketing, Blue Moon Brewing Company

Delivered integrated program planning, digital media execution, creative development and cross-agency integration. In just 2 years, established a digital brand presence that was held up as the "gold standard" at MillerCoors.

- Led the UX, design and launch of the brand's first mobile optimized site.
- Led a fully integrated award-winning program, "Craft the Next Blue Moon", to launch a new consumer-generated flavor.
- Established the strategic approach and social voice for the brand, growing our Facebook fans from 40,000 to 400,000+ in under a year.



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EDUCATION

Bachelor of
Journalism/Advertising,
University of Missouri-Columbia,
School of Journalism
Magna Cum Laude



A LITTLE ABOUT ME

I landed in Colorado just 90 days after an amazing experience at the Estes Park Yoga Conference. I'll take any chance I have to enjoy the outdoors; camping, hiking, biking, skiing or fishing. A 20 year vegetarian, I enjoy cooking and experimenting with new recipes (chopping vegetables is like meditation for me). Fun fact: I once made the Denver roller derby team.

PROFESSIONAL EXPERIENCE



Account Supervisor

Rodgers Townsend/DDB

April – Dec 2008

- Managed AT&T Small Business Advisory Panels; focus group recruitment, discussion guides and research readouts.
- Oversaw national print, radio and digital media for AT&T Small Business.



Account Manager

Momentum Worldwide

July 2003 – April 2008

- Managed a team of three after just four years of experience, received three promotions within five years and worked remotely as a Comcast Marketing Brand Manager.
- Led national campaigns for AB InBev, including Bass Ale, Czechvar and Land Shark Lager.
- Produced and hosted on-site event activation of Comcast/Clear Channel sponsorship at 13 concert venues and 150 events.
- Co-managed national promotions for International Truck & Engine including celebrity tie-ins, direct mail, dealer POS and interactive sweepstakes and fulfillment.