



PROFESSIONAL SUMMARY

Strategic Brand Leader with experience scaling global initiatives across media, tech, and entertainment. A systems thinker focused on aligning complex operational frameworks with high-impact creative direction to drive measurable growth for stakeholders and partners. I leverage critical analysis and innovation to shape brand identity and empower others through teaching and mentorship.

CORE COMPETENCIES

Systems Thinking

Aligning operational objectives with creative workflows to drive clarity and momentum. Skilled in ecosystem mapping, cross-functional collaboration, and end-to-end project execution.

Strategic Decision-Making

Applying critical analysis of consumer behavior, market signals, and performance data to drive decisions. Expert in partnership, client, and stakeholder management. Operates with a disciplined, goal-driven framework.

Brand & Narrative Mastery

Crafting and elevating global brand voices. Translating complex IP into compelling, culturally resonant storytelling. Developing and enforcing brand systems and producing high-impact multimodal content.

Operational Navigation

Leader adept at guiding high-stakes initiatives through ambiguity and pressure. Skilled in crisis and corporate communications and in building structure, alignment, and momentum in fast-moving environments.

WORK EXPERIENCE

IOM [United Nations]. New York, NY. May 2024 - Feb. 2025

Contractor

- Developed a communication framework to drive students, educators, and young professionals toward research and career pathways within IOM and its partner organizations.
- Produced experiences introducing the work of IOM to key audiences via presentations, case studies, and workshops.
- Managed partnerships with educational institutions and industry professionals to support project goals.

Rock The Bells. New York, NY. Dec. 2022 - Nov. 2023

Head of Marketing and Brand

- Elevated brand presence through cross-platform activations that drove audience engagement and revenue.
- Directed marketing and branding for Hip-Hop's 50th Anniversary celebration, spanning festival, cruise, concerts, book launch, and multi-platform campaigns.
- Managed integrated sponsorships with Walmart, VISA (Paris Olympics), and Procter & Gamble in collaboration with the sales team.
- Partnered with artists, influencers, and stakeholders, including the Jean-Michel Basquiat Estate, SiriusXM, and LL COOL J, Inc.

Superfly X. New York, NY. Oct. 2021 - Nov. 2022

Vice President of Marketing

- Developed marketing campaigns for global touring experiences (Harry Potter, Friends, The Office), translating intellectual property into compelling brand messaging.
- Drove ticket sale growth via performance marketing, social media, and out-of-home campaigns.
- Managed partnerships with stakeholders such as NBCUniversal & Warner Bros.
- Oversaw PR agency, media strategy, influencer campaigns, ticketing websites, and social media.

DoorDash. New York, NY. May 2020 - Oct. 2021

Employee Connections Strategic Partner

- Project managed the redesign of the careers website, produced and hosted the company internal podcast, supported the production of townhall meetings, and developed the employee IPO digital event.
- Collaborated across departments and with third party vendors to build strategic employee engagement programs and assets including merchandise, microsites, and electronic press kits for recruiting.
- Collaborated in operational sprints to grow the business, including international markets.



WORK EXPERIENCE

Vevo. New York, NY. June 2016 - June 2019

Director of Creative Content and Programming Marketing

- Led North American marketing to drive engagement and audience growth for music videos, artist pages, and original content on YouTube.
- Built KPI-driven workflows across paid media and owned channels in support of record labels, sponsors, and artist priorities.
- Executed Vevo branded live experiences for fans including at major industry events such as SXSW.
- Co-launched Somos Vevo (Latin music brand) and supported Vevo YouTube platform growth.

MTV [CBS/Paramount]. New York, NY. Aug. 2013 - June 2016

Senior Social Media Strategist

- Managed a multi-million dollar consumer marketing budget, achieving a 40% optimization in social ad spend.
- Developed strategic rollouts for MTV priorities across CBS/Paramount partner networks and platforms.
- Used social media ad products to drive tune-in to content and events targeted at audiences 13-34.

Adult Swim [Cartoon Network]. Atlanta, GA. July 2010 - Aug. 2013

Digital Marketing Manager

- Marketed the adult swim brand, original shows, and events to young adult audiences 18-34.
- Worked with creative teams on developing innovative digital content such as live streams, promotional videos, and image assets.
- Executed high-impact brand activations at college campuses and pop culture events like Comic Con and music festivals.
- Partnered with sales teams on developing digital sponsorship packages for clients.
- Managed social media platforms for the network.

TBS.com [Turner Broadcasting]. Atlanta, GA. Sep. 2007 - July 2010

Interactive Coordinator

- Drove measurable engagement through SEO work contributing to a 60% increase in page views and a 40% increase in unique visitors.
- SEM work drove 20% of referrals to tbs.com and 30% to tnt.tv.
- Managed marketing and product launches for tbs.com and tnt.tv, including project managing the launch of 28 branded games.

EDUCATION

The City University of New York

Master of Science, Communication and Media Studies

- Coursework emphasized understanding communication technology, developing frameworks for critical analysis, and designing educational tools connecting media theory to practical application.
- Research and independent study explored artificial intelligence, social influence, and media literacy.

Morehouse College

Bachelor of Arts, Business Administration

- Developed a foundation in business management, marketing strategy, and economics.
- Coursework emphasized critical thinking, company analysis, and collaboration.

CERTIFICATION & CLASSES

A.I. Strategy

Google A.I. Essentials Certification, Google Prompting Essentials Certification

Brand Strategy

Brand Gap Design Strategy Masterclass, Flux Academy Brand Design Course

INTERESTS

Artificial Intelligence for Education, Digital Storytelling, Economics, Graphic Design, Media Literacy, Wellness