



## 200+ CAMPAIGNS DELIVERED | 1B+ IMPRESSIONS | 25+ GLOBAL BRANDS

Strategic marketing leader with a track record of solving complex problems and scaling global initiatives across media, tech, and entertainment. Systems thinker who aligns operational frameworks with high-impact strategy to drive measurable growth. I use critical analysis and data-driven insight to shape brands, empower teams, and guide practical AI adoption in a fast-evolving media landscape.

### CORE COMPETENCIES

**Campaign Strategy - Digital Marketing - Brand Management - AI Literacy  
Data Analysis - Operational Leadership - Partnerships - Organizational Culture**

### WORK EXPERIENCE

#### **Independent Consultancy.** New York, NY. Feb. 2025 - Present

##### **Principal Brand Strategist & Applied AI Researcher**

- Developed go-to-market strategy to increase U.S. market sales by 15% in 2026 for an international spirits brand, utilizing multimodal AI deep research and sales acceleration frameworks.
- Completed Master of Science in Media Studies (CUNY, May 2025), turning academic work on media theory, AI, social influence, and media literacy into actionable business frameworks for modern brand leadership.
- Attained Google AI and Prompting Essentials certifications to bridge the gap between creative, strategy, and operational efficiency, developing proprietary workflows for content, productivity, and AI literacy.

#### **IOM (United Nations).** New York, NY. May 2024 - Feb. 2025

##### **Contractor**

- Reached 25,000+ students and professionals by developing a comprehensive communication framework for IOM and its partners that drove awareness of research and career pathways within the UN system.
- Generated 92% positive feedback scores from key audiences by producing and facilitating interactive workshops, case studies, and presentations introducing the organization's mission.
- Managed partnerships with 12 educational institutions and 25+ professionals to support project goals.

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

##### **Head of Marketing and Brand**

- Drove 150M+ media impressions and sold-out attendance of 13,000+ for Hip-Hop's 50th Anniversary by orchestrating a global marketing strategy spanning a festival, cruise, and multi-platform campaigns.
- Led the creative direction and marketing strategy for the festival, cruise, summer Olympic Games, book release, radio shows, and associated experiential events, integrating high-value partnerships with Rizzoli, Walmart, Procter & Gamble, and VISA to deliver immersive brand experiences.
- Managed partnerships with artists, influencers, and stakeholders, including the Jean-Michel Basquiat Estate, SiriusXM, and LL COOL J, Inc., to elevate the brand and deliver culturally relevant stories.

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

##### **Vice President of Marketing**

- Achieved 88% average sold capacity across 10 markets despite pandemic challenges for The FRIENDS Experience and The Office Experience by directing marketing strategy and execution while managing high-stakes global IP partnerships with entertainment brands Warner Bros. and NBCUniversal.
- Yielded 67M+ earned media impressions and 890K+ engagements to power sustained ticket sales by implementing an acquisition strategy leveraging PR and partner-integrated social media stunts.
- Led a multi-disciplinary team across design, project management, social media, and influencer strategy (100+ creators) while also serving as a brand spokesperson, doing local market television to drive awareness.

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

##### **Employee Connections Strategic Partner (Internal Communications & Employer Brand)**

- Contributed to a 15% reduction in time-to-hire for key competitive roles by spearheading the careers website redesign and developing employer branding assets.
- Achieved a 92% participation rate and 98% site uptime for the company IPO event by managing the digital experience for 5,000+ employees across 4 time zones.
- Supported a 90%+ employee engagement score during a rapid growth phase by producing an internal podcast and supporting town halls that improved cross-functional visibility by 27%.





## WORK EXPERIENCE

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

### Director of Creative Content and Programming Marketing

- Drove the platform toward 800M+ daily global views by managing the go-to-market lifecycle for priority music video premieres with major labels and leading North American marketing strategies for flagship original content franchises, including Vevo LIFT, Artists to Watch, and Vevo Presents.
- Scaled the record label cycle of releases for 2,000+ artists while maintaining a 94% on-time delivery rate by building KPI-driven workflows across paid and owned channels.
- Captured 10,000+ onsite interactions at SXSW and other industry events through marketing of live events, then amplified reach to thousands more digitally via social media and live-stream integrations.

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

### Senior Paid Social Media Strategist

- Achieved a 40% optimization of annual social ad spend while maintaining peak engagement by piloting advanced audience targeting tactics with partners Meta and Google.
- Generated 73M views and 60M social interactions for the 2015 VMAs by developing a strategic social rollout that broke Nielsen records for the most tweeted non-sports event.
- Grew MTV's social following by 4.2M+ users across the launch of 12+ cross-platform campaigns that achieved a 3.5x higher engagement rate than the industry benchmark.

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

### Digital Marketing Manager

- Drove 50,000+ onsite brand interactions, solidifying relevance with the A18-34 demographic by managing high-impact brand activations at Comic-Con, Bonnaroo, and college campuses.
- Increased social media engagement by 30% by directing the creative development and distribution of digital assets—including live streams and promotional video campaigns.
- Partnered with sales teams to execute integrated digital sponsorship packages, fulfilling key client initiatives and contributing to annual revenue goals.

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

### Interactive Coordinator

- Delivered a 60% increase in page views and 40% increase in unique visitors by project managing the implementation of targeted SEO strategies.
- Generated 20% of referrals to tbs.com and 30% to tnt.tv through strategic SEM initiatives.
- Project managed the development, launch, and marketing of 28 branded games for tbs.com and tnt.tv

## EDUCATION

**Brooklyn College | The City University of New York**

### Master of Science, Communication and Media Studies

- Coursework emphasized media theory, communication technology, media ethics, frameworks for critical analysis, research methods, and designing educational tools for media literacy and practical application.

**Morehouse College**

### Bachelor of Arts, Business Administration

- Coursework emphasized business management, marketing strategy, sales, finance, accounting, critical thinking, presentation skills, fundamental analysis, and economics.

## CERTIFICATIONS & CLASSES

### Artificial Intelligence

Google AI Essentials, Google Prompting Essentials

### Marketing

Brand Gap Design Strategy Masterclass, Flux Academy Brand Design Course, Google Digital Marketing