



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