



PROFESSIONAL SUMMARY

Marketing strategist and media professional with experience growing global entertainment and tech businesses, specializing in branding, performance marketing, and cross-platform campaign management. Proven ability to deliver measurable business impact through data-driven strategies, partnerships, and team leadership with over 950MM global impressions gained across 100+ campaigns.

EDUCATION

Morehouse College Bachelor of Arts in Business Administration

Developed a strong foundation in business management, communication design, and economics. Coursework emphasized critical thinking, company analysis, and applied marketing practices that connect directly to career readiness. Education fostered leadership, presentation, and project management skills.

The City University of New York Master of Science in Communication and Media Studies

Coursework emphasized understanding communication technology, developing frameworks for critically analyzing content, and designing projects that connect media theory to business practice. Research and independent study explored business communication, social influence, and media pedagogy.

SKILL SET

Marketing Strategy & Brand Development

Brand Positioning, Consumer Marketing, Design & Creative Direction, Integrated Marketing
Go-to-Market Strategy, Storytelling

Digital & Performance Marketing

Analytics, Funnel Optimization, Influencer Partnerships, Organic Social, Paid Media (Google, Meta, Snapchat, X)
Search Engine Marketing, Search Engine Optimization

Leadership & Stakeholder Engagement

Agency Oversight, Business Development, Client Management, Executive Communication, Mentorship
Strategic Planning, Team Leadership

Research, Data & Innovation

AI Tools & Emerging Tech, Budget Management, Change Management, Experiential Marketing, KPI Tracking
Market Research, Media Planning

WORK EXPERIENCE

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

Contractor

- Designed communication funnels connecting young professionals in North America to humanitarian career pathways.
- Produced recruitment experiences that expanded agency brand awareness among target demographics.
- Built partnerships with academic professionals to support field research initiatives.

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

Head of Marketing and Brand

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

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).
- Partnered with Fever, NBCUniversal & Warner Bros. on brand identity and messaging.
- Oversaw PR agency, media strategy, influencer campaigns, ticketing websites, and social media.
- Delivered ticket sales growth via performance marketing and out-of-home campaigns.



WORK EXPERIENCE

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

Employee Connections Strategic Partner

- Collaborated across departments to build strategic employee engagement initiatives.
- Worked on cross-departmental operational sprints to grow the business, including international market expansion.
- Contributed to DoorDash IPO brand campaign and produced employee IPO event and company podcast.
- Managed the redesigned DoorDash's careers website.

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

Director of Creative Content and Programming Marketing

- Led North American marketing for music videos, original content, and brand campaigns.
- Built KPI-driven workflows across paid media and owned channels in support of stakeholder goals, including record labels, sponsors, and artists.
- Co-launched Somos Vevo (Latin music brand) and supported Vevo YouTube platform growth.

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

Senior Social Media Strategist

- Used Google, Meta, X, and Snapchat ad products to target content and events like the MTV VMAs to audiences 13-34.
- Developed strategic rollouts for MTV priorities across CBS/Viacom partner networks, digital platforms, and mobile apps.
- Managed a multi-million dollar annual consumer marketing budget, optimizing social ad spend by 40%.

Adult Swim. Atlanta, GA. July 2010 - Aug. 2013

Digital Marketing Manager

- Marketed the adult swim brand, original shows, and events to young adult audiences 18-34.
- Executed brand activations at college campuses and pop culture events like Comic Con and music festivals, including Bonnaroo.
- Worked with creative teams on developing digital content such as microsites, live streams, promotional videos, and image assets.
- Partnered with sales teams on developing digital sponsorship packages for clients.
- Responsibilities included strategy, media planning, social media, experiential execution, budgeting, and agency management.

TBS.com. Atlanta, GA. Sep. 2007 - July 2010

Interactive Coordinator

- Managed marketing and product launches for tbs.com and tnt.tv.
- Project managed the launch of 28 branded games.
- SEO work contributed to a 60% increase in page views and a 40% increase in unique visitors across sites.
- SEM work drove 20% of referrals to tbs.com and 30% to tnt.tv.

EXTRACURRICULAR

Brand Gap Design Strategy Masterclass, BRIC TV Production Certification, DCTV Video Production Course
FIT Adobe Suite Continued Education, Flux Academy Brand Design, SCAD Graphic Design Course
The Edit Center Adobe Premiere

INTERESTS

Academics & Education, Art & Design, Artificial Intelligence, Cycling, Economics, Media Literacy,
Music & Production, Nature & Outdoors, Photography, Sports, Storytelling