

Accomplished Media Director with 19 years' experience in the strategic creation and tactical activation of communication plans across broad-based media channels including TV, digital display, video, programmatic, mobile/tablet, social, radio, email, SEM, experiential and print in the B2B and B2C spaces. Proven track record of delivering positive results across a wide range of industries and clients.

## EXPERIENCE

2016 – Present      CLEAN DESIGN – RALEIGH, NC  
Media Director, 6/19 – 10/19  
Associate Director of Media and Analytics, 7/16 – 6/19  
*Clients: Lenovo Data Center Group and Healthcare, Credit Suisse, Raleigh-Durham International Airport, Hyster, Sensus, Civic Federal Credit Union, Boone CVB, Charlottesville CVB, Saint Mary's School, Chapel Hill CVB, Wilmington and Beaches CVB, Wilson CVB, NC Zoo, NC Aquariums*

- Director of media department that includes staff of five; two media supervisors, two media planners and one social media manager
- Initiated and implemented first internal managed programmatic trade desk
- Developed and executed lead generation campaigns using email marketing and paid media for Lenovo Healthcare and Channel Partners that increased MQLs by 35% over six months
- Initiated, developed, and led agency's analytics offering, which included a proprietary dashboard that monitored each client's marketing/communication goals through trackable data
- Developed, produced and hosted agency podcast (Free Lunch) that focuses on the trending topics within the marketing world; to date, we have 43 episodes, 8,000 listeners and guests who range from the CEO of Salt Life to the president of the Raleigh CVB and a former Olympic athlete
- Led creation of multimillion-dollar media plan for Lenovo's first brand awareness campaign in support of the company's servers
- Instituted agency's first ad server (DCM), and developed the internal production-to-execution process
- Created measurement plans and monthly client presentations to track campaign KPIs
- Demonstrated strong cross-discipline collaborative skills that have led to several first-to-market media-driven creative executions
- Participated in new business pitches and presentation creation

2016 – 2017      BRINE AGENCY – DURHAM, NC  
Co-Founder  
*Clients: Uncompany, My Health Style, IKO, NC GreenPower*

Brine is a marketing agency that helps companies tell more powerful product stories.

- Co-founded an agency to assist small/mid-size companies with target identification, product proposition and traction planning
- Created traction planning workshops to identify companies' most profitable media channels

2009 – 2015      MCKINNEY – DURHAM, NC  
Group Media Director  
*Clients: Travelocity, Sherwin-Williams, Nationwide, CenturyLink, Mizuno*

Led a media department of 10 skilled media professionals who helped create and implement 13 nationally recognized award-winning advertising campaigns. Developed strategic plans for clients that included media

buying, placing ads, ensuring ad buys stay within budget and optimizing the plan to ensure KPI benchmarks were met. Specialized in communications architecture, working with media and creative teams to develop entertaining, media-agnostic, consumer-driven programs that utilized traditional and non-traditional media channels.

- Initiated the agency's social/digital process and go-to-market offering, which included collaborating with media, creative, production, account, planning and analytics departments
- Guided the agency's first-to-market digital media initiatives by assisting with the first McKinney iPad ad, iPhone app, branded digital tool (Chip It!), influencer program and LinkedIn-branded page
- Developed marketing objectives, strategies and KPIs with clients, and executed data-driven campaigns that outperformed benchmarks
- Exceeded CenturyLink's main KPI (CPA) by 80%, and grew market share by 2% through forward-thinking programmatic planning, advanced targeting and constant test-and-learn
- Produced strategic digital planning and data-led insights that over four years led Sherwin-Williams to shift its media spend from traditional media to digital by \$3M while lowering its main KPI (CPA) by 70% and growing its customer data base by 250%
- Assisted in the creation of the Marketing Effectiveness Effie Award-winning campaign The Mezamashii Run Project for Mizuno Running that led to the highest quarterly sales in company history, a 60% increase in web traffic and 42K more leads
- Initiated and negotiated the agency's first programmatic buying consolidation, which lowered our managed fees while increasing our clients' working media dollars by 33%
- Led strategy and execution of numerous cross-platform initiatives with major publishers that included HGTV, NBC and ESPN
- Successfully led the media merger between two agencies for the Qwest and CenturyLink business while simultaneously launching three new products in 15 markets
- Oversaw relationships with nine sister agencies to create fully integrated campaigns that expanded client vision and maximized media spend

2007 – 2009

AKA ADVERTISING/NITRO GROUP/SAPIENTNITRO – NEW YORK, NY  
Associate Media Director

Led the development and presentation of strategic media plans for Foot Locker and its co-op partners, which included Nike, Converse, adidas and Asics

2006 – 2007

SHVO REAL ESTATE MARKETING – NEW YORK, NY  
Media Manager

Led the planning and execution of full-scale media plans for all corporate initiatives to promote new residential and commercial real estate developments.

2005 – 2006

WIEDEN & KENNEDY – NEW YORK, NY  
Media Supervisor  
*Clients: JetBlue, ESPN, ABC Family*

Led and trained a team of four media planners and one assistant planner. Developed and negotiated communication plans using the most effective and efficient media channels.

- 2004 – 2005      FALLON NY – NEW YORK, NY  
Media Supervisor  
*Clients: Virgin Mobile, Starbucks Doubleshot & Bottled Frappuccino, Dave & Buster's*
- Sole media supervisor in the New York office who worked directly with creative, account, traffic, and production teams to develop marketing, messaging and media strategies.
- 2002 – 2004      OMD – NEW YORK, NY  
Media Strategist  
*Clients: Merck – Singulair (DTC), PepsiCo – Frito Lay brands, NBA, General Electric*
- Managed two assistant media planners and used media research tools to generate media plans that would optimize media budgets by medium and achieve or exceed clients' marketing goals.
- 2000 – 2002      MEDIACOM, GREY GLOBAL GROUP – NEW YORK, NY  
Assistant Media Planner/Media Planner  
*Clients: Dannon Yogurts, New York State Lottery, Clearasil*
- Developed media-planning skills and fundamentals by working directly with supervisors in order to create competitive analysis and media plans for agency clients.

## EDUCATION

- 1996 – 2000      Loyola College Maryland, The Sellinger School of Business  
Bachelor of Business Administration: Marketing

## AWARDS & RECOGNITION

- IAB MIXX Award Screener
- National Student Advertising Competition Judge
- MediaPost Creative Media Award Winner for Communications Channel Plan
- WARC Prize for Social Strategy
- Effie Gold, Silver, and Bronze
- MIXX Best in Show, Silver and Bronze
- Cannes Lion Bronze
- Digiday Mobi Awards Winner for Tablet Advertising

## DIGITAL TOOLSET

- All Google products: Analytics, DCM, DDM, AdWords
- Data visualization: Tableau
- Media spend tracking software: Kantar and Nielsen
- Website traffic: ComScore
- Research: MRI and Simmons
- Social: NUVI, Sprout Social, SentiOne
- Certified in Simplilearn Advanced Web Analytics

## INTERESTS & HOBBIES

- Running, traveling, cooking, golf, music and movies

