**Areas Of Expertise**

* *Integrated Marketing*
* *Brand Partnerships*
* *Marketing & Creative Strategy*
* *Branded Content*
* *Change Management*
* *Coaching & Mentoring*
* *Cross-Functional Collaboration*
* *Sponsorship Activation*

**Executive Experience & Accomplishments**

**Paramount Brand Studio, Paramount Global (*Formerly ViacomCBS)*** – New York, NY **2018 – Present  
*Vice President, Integrated Marketing***

*Brands: Comedy Central, Paramount Network, Paramount +, Pop TV, Showtime, Smithsonian Channel, & TV Land (Purview expanding from 3 to 7 brands)*

* Lead and motivate a team of 8-10 marketing professionals, providing coaching and mentoring, to deliver industry-leading and insights informed multi-platform brand partnerships.
* Oversee team’s marketing efforts during the entire sales lifecycle to achieve clients’ KPIs while seamlessly integrating brand partners into cultural conversations and upholding creative excellence.
* Steer team through challenges and competing priorities to deliver on campaign goals.
* Collaborate with cross-functional teams to develop revenue-generating opportunities.
* Oversee all sponsorship development and activation across scripted content, sports, and news for cable and streaming including the #1 series on all of television, *Yellowstone*, successfully increasing digital sponsorship revenue by 736% and convergent revenue by 132% over the past season.
* Spearhead paid product integration and placement strategy for scripted content, refining the approach for monetization in concert with key stakeholders to build and grow a new revenue stream.
* Cultivate and lead relationships with high profile creators, production studio executives, and development executives of top-rated scripted series such as *Yellowstone*, *Emily in Paris*, *Yellowjackets*, *Tulsa King*, *Special Ops: Lioness*, *Billions, The Chi*, and more.
* Connect brands to Paramount Global’s audiences across various consumer touchpoints and elevate brand stories through engaging content and dynamic storytelling.
* Manage budget working closely with finance and key stakeholders to ensure resource allocations are on target.

**Spike TV** – New York, NY **2006 – 2018  
*Vice President, Integrated Marketing 2014 – 2018***

* Led a team of 6 and developed strategy to maximize all of the network’s sponsorship activations resulting in consistent renewals across top franchises such as *Lip Sync Battle*, *Younger*, *Bar Rescue*, *Ink Master*, *Guys Choice*, and *Bellator MMA.*
* Cultivated and advanced key advertiser relationships through execution of best-in-class custom marketing campaigns.
* Drove cross-functional collaborations to ideate custom 360 sponsorship opportunities in response to RFPs and proactively identify opportunities to drive linear and digital revenue.

***Senior Director, Integrated Marketing 2010 – 2014***

* Oversaw integrated marketing initiatives from ideation to execution for Spike TV, effectively managing a team of 5.
* Provided high-impact leadership on sponsorship offerings and strategic alignment with network vision and sales goals.

**Executive Experience & Accomplishments Continued**

* Partnered with the digital integrated marketing team to develop multi-platform sponsorship opportunities.
* Crafted upfront sales presentations in conjunction with senior ad sales team.
* Supervised the ad trade budget and determined funding to execute strategies that drove awareness for Spike TV within the advertising community.
* Worked with events and consumer marketing teams to create 360 sponsorship opportunities around various Spike TV programs.

***Director, Integrated Marketing 2008 – 2010***

* Managed integrated marketing efforts for various Spike TV properties including the network’s top selling shows such as *Guys Choice*, *Video Game Awards,* and *UFC Fight Night.*
* Oversaw 2 direct reports and fostered key stakeholder alignment for core priorities through cross-functional collaboration to ensure strategic execution and successful sponsorship program implementation.
* Developed multi-platform integrated marketing strategy for new business pitches, movie studio and video game categories, pro-social initiatives, and various Spike TV properties.

***Director, Consumer Marketing & Integrated Marketing 2007 – 2008***

* Led integrated marketing efforts for all new business pitches and video games partners — one of the network’s top sales categories— to maximize revenue generation.
* Managed consumer marketing campaigns for Spike Originals, leveraging expertise, data insights, and a robust knowledge of trends to connect the brand to the fanbase.

***Consultant, Integrated Marketing – New Business 2006 – 2007***

* Supported new business development efforts by informing strategic planning and creating custom marketing presentations for the Spike TV ad sales team.

Previous Experience:

**Island Def Jam Music Group**: Senior Director, Strategic Marketing & Development

Director, Strategic Marketing & Development | Strategic Marketing Manager *(Proposed a new role on team)* Product Manager | Junior Product Manager | Executive Assistant

**Education Bachelor of Science (BS), Communication Arts** | *Minor in Business –*St. John’s University