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MARKETING STRATEGY AND EXECUTION | CONTENT PRODUCER & WRITER

“Value creation through data-informed storytelling and values-driven strategy”

PERFORMANCE SUMMARY Strategic and creative marketer with an emphasis on Go-To-Market, Branding, Product Marketing and execution.

*Open to roles: Creative Director, Product Marketing Manager, Marketing Consultant, Director of Video, Content Director.

HIGHLIGHTS

Product Marketing Manager: Branded and re-branded two products and executed go-to-market for enterprise-grade software for Microsoft.

Digital Agency: 8 years of experience working with creative & production teams, clients, and vendors to deliver compelling brand storytelling; building and executing brand vision, marketing strategy, and business development to drive commercial brand awareness.

Marketing Projects: Deliver creative marketing collateral for brand marketing campaigns and advertising; executing video shoots and digital/video content for multimedia channels/platforms (e.g. e-commerce online retailer, social media, mobile app/desktop, email).

Creative Production: Oversee creative production efforts with best practices in producing creative assets and brand marketing projects, ensuring project timelines are met & video assets are delivered on scope, on time, & within budget.

Creative Content: Visual imagery/concept ideation (i.e. eye for color, layout, composition) based on data analysis from KPIs, customer insights, & market trends; supporting creative content creation with high-quality production value; delivering visual assets (video artwork).

Freelance Production: Knowledge of the entire production pipeline, including cinematography, editing, and studio shoot direction.

Technical Expertise: Adobe Creative Cloud design programs & non-linear editing apps. Developed websites & automated workflows.

COMPETENCIES

Digital/Video Production	Brand Storytelling	User Stories	Creative Content Writing/Editing
Content Strategy	Content Marketing	Cinematography	Directing & Copywriting/Scripting
Video Analytics	Program Management	Press Releases	Pre-/Post-Production
Concept Ideation	Public Speaking	Case Studies	Brand Marketing Programs
Video Ad Production	Network Production	Sound Bites	Video/Motion Graphic Concepts
Video Effects/Editing	Audio Recording	Social Media	Bid/Proposal Development
Budget Management	Resource Allocation	Talent Sourcing	Project Management
Email Newsletters	Blog Posts/Podcasts	Market Research	Film/TV/Video/Web Platforms

EDUCATION: B.A. in Communication Arts - Radio, Television, Film. Minor: Spanish; University of Wisconsin, Madison, 2000

TECHNICAL SKILLS: Adobe Creative Cloud: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro; Amazon AWS, HTML/CSS, Microsoft Office Suite: Excel, Word, PowerPoint, Outlook, OneDrive/Sharepoint, Wrike

PROFESSIONAL EXPERIENCE

Unify Consulting | Chicago, IL

12/2021-Present

Sr. Marketing Consultant/Product Marketing Manager, As a vendor in Microsoft's Modern Work organization, coordinated a brand refresh and produced new bill of materials and launched a new product. Created Messaging and positioning framework, authored internal training materials and external marketing and educational materials, establishing voice and driving adoption.

Acceptance Insurance | Nashville, TN

6/2020-12/2021

Content Marketing Manager, Create content strategy and execution plan, 'own' the content calendar, and define brand voice. Supervise graphic design department and manage content production for internal and external channels.

- Recognized with 'Wink' award for defining and documenting workflow for document sharing and project management integration.
- Wrote 'Service Vision' expanding brand mission to apply to employee performance and 'the Acceptance Pledge'.

Media Beyond | Chicago, IL

6/2012-5/2020

Producer, Consult with clients & partners on video productions, identifying creative assets needed and collaborating with stakeholders to understand marketing strategy and operational needs; ensuring brand standards align with production of video assets and content writing, representing/managing clients' brands in creative brand campaigns to achieve marketing & business goals.

- Manage multiple projects, pre-production, production, and post-production. Ensuring creative & marketing projects align with client's budget, project timeline, and branding goals to achieve customer satisfaction.
- Wrote/edited/produced dozens of creative video assets & web pieces for clients: *General Mills, Honeywell, Starbucks, and Walmart.*
- Created video content, motion graphics, and graphic/print production; in addition to budgeting, scheduling, building/leading teams.

Harpo Studios | Chicago, IL

7/2004-5/2012

Assistant Editor/Production Assistant, Edited content for *The Oprah Winfrey Show*, collaborated on scripts and managed media assets;

- Served on post-production supervising team, ensuring the highest broadcast quality; viewing every episode for quality, prior to airing.
- Production assistant working with celebrities, executives, and external vendors; handled logistics, negotiations, and creative challenges, such as creation of scripts, content, and production of live events.