

**SUMMARY /
OBJECTIVE**

- Results-driven Marketing Lead with 20+ years' experience in ideation, analytics, and SEO/SEM.
- Excels in incorporating AI-enhanced strategies for integrated marketing campaigns across digital, social, broadcast, and experiential platforms.
- Passionate about utilizing AI insights for visioning and strengthening brand-audience connections to drive engagement and growth.

EXPERIENCE

- 2020 – 2023** **XPERI**, Calabasas, CA
Senior Marketing Manager
- Powered B2B & B2C strategy and creative for DTS, HD Radio, IMAX Enhanced, and TiVo.
 - Harnessed AI, devoured data, set brands' voices, empowered collaboration, and amplified SEO to bring double-digit percentage increases in traffic, average session durations, and conversions.
- 2016 – 2020** **TIVO**, Burbank, CA
Senior Marketing Manager
- Evolved the brand narrative for this B2B & B2C technology corporation's next identity.
 - Developed enhanced messaging, sculpted multiple audience-specific voices, and directed campaign creative to transform brand perception for a 10x sales surge.
- 2013 – 2016** **ROVI**, Burbank, CA
Copywriter & Producer
- Spearheaded innovative campaigns for the world's leading content discovery corporation.
 - Produced and edited promotional videos, transformed techno-babble into captivating copy, and brought problem solving and conceptual thinking into the universe of interactive program guides.
- 2010 – 2013** **FREELANCE**, Los Angeles & San Francisco, CA, Las Vegas, NV
Copywriter, Producer & Director
- Produced and directed A/V shoots, social campaigns, promos, experiential installations, etc.
 - Partnered with Sony Pictures, Disney/ABC, NBC Universal, Discovery, Bank of the West, Airbnb, Trailer Park, and many others.
- 2007 – 2010** **NEW WAVE ENTERTAINMENT**, Burbank, CA
Associate Creative Director
- Led a cross-functional advertising and marketing A/V team under lightning-fast deadlines.
 - Delivered big ideas, executed on-target creative and on-time delivery, and optimized client satisfaction for Disney/ABC, Warner Bros., FOX, and OWN.
- 2004 – 2007** **GOODSPOT**, Santa Monica, CA
Creative Director
- Sharpened my storytelling chops while doing it all at this supercharged advertising agency.
 - Doubled the company's revenue while supervising editorial, copy, design, production, Friday donuts, and the smiles of clients including Sony, New Line, Lionsgate, KingWorld, and Summit.

EDUCATION

Northwestern University, Evanston, IL

- BS in Radio, Television, and Film

Antioch University, Culver City, CA

- MFA in Creative Writing (expected completion: June '24)

