

CHIEF DIGITAL OFFICER

Summary

I am a highly motivated and versatile digital strategist, storyteller and creative enabler. I've built and led teams within communications and marketing agencies focusing on Digital Strategy, Content Marketing and Influencer Engagement. Working closely with varied teams, internal and external, to devise the best audience modeling, CPG, B2C / B2B strategies, SEO/SEM, creative development, production cycles, digital media, applications and mobile innovation geared to drive results.

<https://about.me/broadbandito>

Career Goal

Providing strategic guidance and execution support of core digital activity for a portfolio of Henkel brands. Specifically, Senior Digital Marketing Manager - 170000NU

Experience

02/2015 to 12/2016

CHIEF DIGITAL OFFICER Company Name i¼ City , State

- Built internal digital practice and capabilities, client digital strategies and creative execution to reach consumers, locally and globally, in the cluttered digital, mobile and social arena
- Focused on overall digital growth strategy for the agency. Developed and managed the execution of multi-channel digital strategies for existing client base and new business efforts
- Tripled digital revenue in 12 months to \$6 million, annually
- Clients of Note: Revlon, Elizabeth Arden, Remington, Allergan, Galderma

02/2012 to 02/2015

VICE PRESIDENT DIGITAL STRATEGY, Dentsu Aegis Company Name i¼ City , State

- Formulate content marketing strategies and direction for client base and new business efforts
- Deliver strategy, manage client and vendor relations, employee engagement and B2C / B2B programs
- Created and managed digital presence in Arkansas and NYC and Chicago, as well as mentoring in digital / social across 3 offices
- Agency digital revenue growth from \$250k to over \$1 million, annually
- Clients of note: Walmart, P&G, Hilton Hotels, Cracker Barrel

02/2010 to 02/2012

SENIOR VICE PRESIDENT - Digital Company Name i¼ City , State

- Identified opportunities for growth in marketing efforts via digital channels & social media strategy, engagement and execution
- Deliver client presentations, branding opportunities, prototype development and evaluation of digital assets, distribution and audience identification
- Developed & implemented digital platforms, social plans & content marketing efforts.
- Built digital/creative capabilities for overall agency through staffing, new offerings & streamlined production methods
- Educated agency in WOM marketing, digital and social environment and opportunities.
- Developed extensive pricing guidelines for agency services. (vended and internal)
- Doubled overall digital revenue for the firm in first year of expansion
- Clients of Note: Disney, T-Mobile, General Mills, Burger King

02/2005 to 02/2010

SENIOR VICE PRESIDENT, Digital Content Company Name i¼ City , State

- Oversaw strategy and execution for social media engagement efforts, content creation and distribution
- Pioneered emerging digital platforms for wide array of client and new business endeavors
- Managed a \$6+ million dollar P&L with staff in LA, Seattle, Chicago and New York
- Worked closely with analytics and research vendors to develop and deliver desired results
- Assisted business development opportunities and added to agency thought leadership and mentoring
- Clients of note: Starbucks, Ebay, Unilever, Pepsico, Microsoft

NOTABLE CAREER ACHIEVEMENTS

CNN - EMMY and Cable Ace awarded Journalist 1989/96

CNN.com - Original member of launch team CNN.com

WIRED + MSNBC Created Internet/TV programming 1996/97

DIRECTV + TECHTV Pioneered interactive television 1997/98

Education

1987

Bachelor of Science : Journalism UCM i¼ City , State , USA

Additional Information

- BS degree in related field and 10-15 + years experience

- B2C / B2B marketing focused in digital sector across multiple activities (e.g. media, search, social media, e-commerce)
- Content development, distribution, SEO/SEM
- Understanding of traditional media channels (TV, Print, OOH)
- Understanding of media planning (e.g., CPM, reach/frequency, etc.)
- Ability to manage/mentor junior team members
- Understanding of digital shopper marketing, CRM/data-driven marketing, audience modeling/targeting, research and analytics