

DIRECTOR, MEDIA STRATEGY

Summary

Seasoned media and marketing professional with 9 years of experience working on a blue chip client (MillerCoors) in an extremely competitive category. Possessing a strong bias for action and thriving as part of a team atmosphere I have developed a reputation for being results oriented and excellent execution. I am a collaborative leader that has managed and influenced cross-functional partners and advertising agencies while becoming an expert in the multicultural millennial target. I've developed integrated media strategies through paid, owned and earned media including digital, TV, print, outdoor, radio and other unique channels. It is my goal to continue growth and expertise in media by leading teams/brands to measurable success.Â

Core Strengths

- Integrated media planning and strategyÂ
- Team leadership and development
- Total video strategyÂ
- Digital strategyÂ
- Multi-platform content solutions
- Competitive research and analysis
- Client leadership
- Cross-agency collaboration
- Media stewardship
- Project execution
- Consumer insights and research
- Media mix development and ROI analysis

Experience

Director, Media Strategy 10/2015 to Current Company Name City , State

- Oversaw development and execution of media plans rooted in strategic consumer insights, media fundamentals and modeling analytics designed to drive business growth for Miller Lite & Miller High Life
- Continued progression of leadership skills beyond the MillerCoors team to across the entire agency sharing strategy best practices, award winning work and contributing on multiple new business pitches
- Developed in-depth analysis exploring optimal audience reach & frequency benchmarks leading purchase occasion
- Revamped social media targeting strategy in an effort to drive better short-term sales and better overall digital ROI
- Achieved greater understanding of the programmatic digital landscape and how best to approach for the MillerCoors portfolio

Associate Director, Media Strategy 02/2013 to 09/2015 Company Name City , State

- Led cross-platform media strategy and execution for the re-launch of Miller Lite's re-branding in 2014, highlighted by the Original Lite Can, resulting in 15% increase in units and the first quarter of growth in 7 years
- Expanded marketing knowledge across consumer touch-points by serving on cross-agency leadership team for the largest brand launch in MillerCoors history, Miller Fortune
- Strategic media lead behind Miller Lite's impactful cross-platform summer media plan which contributed to Miller Lite being the most socially talked about beer brand during the key selling season
- Was nominated and voted by agency colleagues and MillerCoors client as finalist for the Leadership award as part of the 2014 Media Agency Recognition Program - 1 of 3 agency finalists
- Continued professional development in completing key training courses: *Advanced Presentation Skills* , *Managing Millennials & Essentials of Digital Marketing* Â (on-going weekly education series)

Supervisor, Media Strategy 06/2012 to 01/2013 Company Name City , State

- Improved management and delegation skills while overseeing growth of multiple junior level employees
- Elevated presentation and client communication skills serving as the single point lead for the Premium Light brands during a time of transition to a new agency for MillerCoors
- Completed strategic business focused media POVs to drive sales including a local radio "piggyback" execution targeting on-premise under performance as well as a NFL "always on" strategy

Media Supervisor 09/2011 to 05/2012 Company Name City , State

- Took a larger role in cross platform planning contributing to digital media recommendation and completed agency digital media training programÂ

- Led training of planners and associates across key planning tools and processes to generate efficiency as well as team growth

Field Media Planner 01/2011 to 08/2011 Company Name City , State

- Broadened media professional skill set serving as the planning and execution lead for all local media (TV, radio, OOH, digital & print) for all MillerCoors brands across 40+ markets in the Southeast region Â
- Leveraged strong interpersonal skills and conducted all day to day communication across 6 field marketing manager clients
- Led development of 2012 media trends presentation which was subsequently presented to 20+ clients

Media Planner 12/2008 to 12/2010 Company Name City , State

- Led intricate portfolio management and allocation strategy of MillerCoors \$80MM NFL TV budget as well as in depth competitive tracking
- Influential member of Emerging Media Team which provided turn-key and customized media solutions to MillerCoors in the growing digital space

Assistant Media Planner 06/2007 to 11/2008 Company Name City , State

- Served as core support staff that helped to expand DFCB media business to acquire Coors local planning followed by MillerCoors business
- Developed econometric modeling strategy to inform dollar and TRP allocation versus the competition Â
- Mastered planning, research and budget tracking tools

Education

Bachelor of Arts : Journalism - Strategic Communications Marketing May 2007 University of Missouri City , State , United States Business Minor

- emphasis in Marketing

Media Toolbox

Nielsen Clear Decisions (MRI & Scarborough)

Competitive Spending Tools - Ad*Views, Kantar, Comscore

Media reach & frequency tools - proprietary & Comscore

Proprietary audience measurement platform

Media Tools planning software

Econometric Modeling Analysis

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