

## TL; DR: OPTIMISTIC LEADER, GROWTH DRIVER, AND CAPTAIN FOR EFFECTIVE BRAND MARKETING AND COMMUNICATIONS, ADVERTISING, CONTENT, AND SOCIAL MEDIA TO DRIVE BRAND AWARENESS, ENGAGEMENT, ACQUISITION, AND RETENTION

NOMINATED BY THE MARKETERS CHOICE AWARDS AS A 'SOCIAL INNOVATOR'

TRANSFORMED A BRAND INTO A 'TOP 5 IN SOCIAL MEDIA' (*DIGIDAY*)

FEATURED ON YOUTUBE SOCIAL IMPACT CHANNEL. PUBLISHED WITHIN INSIGHTS LEADERS SERIES: [bit.ly/1e095ru](https://bit.ly/1e095ru)

I NEVER FORGET A FACE OR A GREAT IDEA. I MADE STEVE MARTIN LAUGH. AMA!

### MOVEMBER 🍷 LOS ANGELES, CA MARKETING DIRECTOR

2019-PRESENT

LEAD BRAND MARKETING, COMMUNICATIONS AND ADVERTISING FOR AWARENESS, ENGAGEMENT, ACQUISITION AND REVENUE FOR THE LEADING CHARITY AND LIFESTYLE BRAND CHANGING THE FACE OF MEN'S HEALTH

- Lead development and execution of US multi-channel marketing from strategy to proven results via digital advertising, off- and online media, marketing and corporate partnerships, brand and impact storytelling, content, social media, PR, talent/influencers, etc.
- Grew YOY registrations by 17%, revenue by 9%, and web traffic by 39% in first year. In second year, achieved 157% registration goal, 103% revenue goal, and 4x return on ad spend. Negotiated well over \$1MM added media value
- Drove 3x brand awareness growth in two years by generating charity and lifestyle brand love via strategic marketing across cultural moments, community passions, campaign and product launches, engaging content, relevant influencers, editorial coverage, etc.
- Established and manage effective and efficient relationships with multiple external agency partners (media, PR, talent), and media and corporate partnerships including NBC, MTV, Mastercard, iHeart Media, Mr. Peanut, Forbes, People, TikTok, Funny or Die, etc.
- Serve as US Brand Champion; oversee messaging and creative coming to life across channels most innovatively and impactfully
- Direct mission-driven campaigns such as Whatever You Grow Will Save a Bro (moustaches for fundraising), More Than a Month (monthly giving), Movember Conversations product launch (interactive mental health tool), Spot the Signs, Be a Man of More Words, and Suicide Notes Talk Too Late (mental health and suicide prevention), BIPOC Mental Health panel series, Know Thy Nuts and How's Your Pair Hangin'? (testicular cancer awareness), Family Man product launch (mental health tool for Dads)
- Lead a brilliant Marketing team of six, applying principles acquired from GiANT Leadership & Development training

### AYZENBERG – LOS ANGELES, CA DIRECTOR OF SOCIAL MEDIA/CONTENT MARKETING

2018

RECRUITED TO LEAD, MANAGE, MOTIVATE, AND BACKSTOP SOCIAL AND CONTENT/INTEGRATED MARKETING ACTIVITIES ACROSS MICROSOFT LINES OF BUSINESS: MODERN LIFE & DEVICES, GAMING, AND STORE

- Led account/creative programs including seven-figure MS Store pitch, six-figure Bing and Modern Life content series pitches, Xbox Game Pass social launch (with a purposeful new tone which AdWeek called "[wonderfully bonkers](#)" and "[meme-tastic](#)"), etc.
- Led integration with other departments and drove process improvements for better, more connected and effective work
- Managed six senior team leads, initiated inter-departmental "Share the Work, Share the Love" creative share sessions...with a twist

### KETCHUM – NEW YORK, NY VP, CREATIVE PLANNING

2017-2018

PROVIDED SENIOR STRATEGIC CREATIVE LEADERSHIP FOR BRAND AND PRODUCT PLATFORMS, CAMPAIGNS, AND CONTENT ACROSS KETCHUM NY AND KETCHUM DIGITAL (2017 SABRE WINNER: CREATIVE AGENCY OF THE YEAR)

- Led strategic creative for Gillette 'One Size Does Not Fit Every Man' product suite launch proving how even identical twins have different shaving needs, 'His Big Day' integrated campaign with NFL rookies and their Dads, 'Every Day Chances' brand platform, 'His Side of the Sink' luxury gifting program, Hershey's Gold launch with Olympic GOAT Simone Biles, Wendy's Square Deal
- Partnered with Research to craft surveys to uncover data-driven insights that drove creative stories and integrated marketing tactics
- Created and conducted training for all of Ketchum Digital on 'The Art of Great Brand Storytelling'

### TBWA\CHIAT\DAY – LOS ANGELES, CA BRAND DIRECTOR

2010-2017

LED SOCIAL, DIGITAL, CONTENT AND MULTI-CHANNEL BRAND CAMPAIGN ACTIVITIES THROUGH THE END-TO-END STRATEGY, CREATIVE, AND CAMPAIGN PROCESS

- Built brand new Social Media practice from scratch at TBWA\Chiat\Day, staffed full team in six weeks, and led the group on campaigns, branded content, editorial calendar planning and content creation, community management and growth
- Won and led agency's first and largest client's social media business; grew fee from \$0 to \$3MM+/year (~\$20MM total) and production by 10x (\$500K to \$5MM), and transformed it into a 'Top 5 brand in Social Media' (Digiday)
- Launched real-time\right-time social content 'NURVE' center for Nissan, creating relevant content to connect the brand to culture
- Provided thought leadership across disciplines, and managed a team of 16 superb individuals
- Consulted on pitches including Airbnb, Absolut, Nissan Global, Nissan Canada, and Pepsi
- In-house voiceover artist across brands for social content, scratch tracks, sizzle videos, testing materials, etc.

**A sample of campaigns that drove brand awareness and engagement on a grand scale:** reimagined the age-old Super Bowl teaser strategy by using YouTube influencers to kickstart our campaign's #withdad theme (including the famous ball-filled house video with 80MM views, featured on GMA & Today), created something that organically made #1 on reddit (commented on by Jerry Seinfeld his AMA, HuffPo said "the internet is all fired up"), had 32 articles written on a piece of content showing how to sprinkle donuts with a sports car, disrupted a category by publicly thanking competitors vs. bashing them, created a 4-season TV\online content series (GT Academy) turning gamers into real racecar drivers, created the first social media-built sports car (Project370Z) and truck (ProjectTITAN), created the first TV spot crowdsourced from Instagram and Vine, had a Facebook post covered for 4 mins on Colbert

## MCCANN WORLDGROUP – NEW YORK, NY BRAND DIRECTOR

2007-2010

### HEADED MCCANN WORLDGROUP'S DIGITAL (MRM) TEAM AND LED CREATION OF DIGITAL AND SOCIAL MEDIA FOR SUITE OF EXXONMOBIL BRANDS, INCLUDING FLAGSHIP - MOBIL 1

- Drove digital brand and creative leadership for campaigns, search, social, branded content (Mobil 1: The Grid series) and site builds
- Represented Digital/MRM on McCann WG/ExxonMobil global leadership 'Demand Team' to set brand marketing and creative vision
- Grew ExxonMobil account revenue year over year +40% from '07 to '08, +50% from '08 to '09, and +35% from '09 to '10
- Ran MRM's Summer Intern program
- Directed a wonderful team of four

Cannes Silver and Bronze Lions, 2015 Super Bowl YouTube AdBlitz winner, Gold and Silver CLIOs, Shorty Award Winner for Best Use of Social Media, Effie's finalist, One Show Gold Pencil, 5 Webby's, 4As Partnership of the Year, ANDYs Shortlist, several Digiday Sammy's for Social Media, Mashable "Mashies" finalist, FWA "Cutting Edge Project" award, multiple times Creativity's Pick of the Day

## UNIVERSITY OF MICHIGAN – ANN ARBOR, MI

### BACHELOR OF ARTS - COMMUNICATION STUDIES AND FILM/VIDEO

- Concentration on media processes/effects, film production, and advertising
- Studied Screenwriting with Academy Award Winner John Briley (Gandhi)

## UNIVERSITY OF CAMBRIDGE – CAMBRIDGE, ENGLAND

- Examined international media in Communications courses, and found my love for The Beatles

I SAVED A MAN'S LIFE ONCE, SERIOUSLY. I LOVE DOGS, EVERY SINGLE ONE OF THEM (BUT MY WINNIE THE MOST). I AM LIKELY THE BIGGEST SEINFELD FAN YOU'LL EVER MEET. I ALSO DO VOICEOVERS, AND I AM A CLEAN-CRAFTED WINE CONSULTANT. DINNER WITH ANY THREE PEOPLE? MY DAD, GEORGE HARRISON, AND PHIL ROSENTHAL. A WISE SAGE ONCE TOLD ME I AM AN "OLD SOUL WITH YOUNG ENERGY". FIVE THINGS I DO EVERY MORNING TO START MY DAY RIGHT: MAKE THE BED, THE DAILY WORDLE, MEDITATE, PRACTICE QI GONG, WALK WINNIE. I DON'T TRUST ANYONE WHO CALLS THEMSELVES A 'GURU' OR 'NINJA'. UNLESS THEY'RE AN ACTUAL GURU OR NINJA, OF COURSE. IF YOU'VE READ ALL THE WAY TO THE END, THANK YOU AND LET'S CHAT!