

## Experience

- Director of Marketing, Skywell** | Santa Monica **July 2023 – Present**
- Climate-tech startup creating Atmospheric Water Generators. Building comprehensive Marketing strategy, launching holistic SEO plan (Google/Meta Ads), growing community programming, expanding social media reach, and developing sales pipeline. Gained 30k impressions and 300 conversions to date
- Manager + Fan Engagement Producer, The American Rodeo** | Dallas **Jan 2023 – Apr 2023**
- Managed \$400,000 budget and operations team (4) to execute all activations and fan engagement for (19) sponsors / partners. Led all communications between Brand and Sponsors
- National Basketball Association** | New York City **2019 – 2022**  
**Associate Manager, Brand Strategy** **Sep 2021 – Sep 2022**
- Owned OOH creative strategy, development, and implementation across NBA marquee events
  - Collaborated cross-functionally to advance brand projects, campaigns, and media assets
  - Recommended strategic initiatives to senior leadership around growth and sustainability innovation
  - Served as brand protector/lead conduit to review all internal and external facing brand messaging
  - Launched the NBA's first-ever partnership with Formula 1 in tandem with the NBA's 75<sup>th</sup> Anniversary season. Project managed cross-departmental collaboration needed to execute
  - Facilitated in creative development on-set and in post-production for NBA75 Campaign, NBA Lane. Organized product, merchandising, and third-party relationships to support campaign execution
- Rotational Associate** Elite two-year accelerated-leadership program. Included experience in NBA Bubble Marketing **Apr 2021 – Sep 2021**
- Directed the creative process and execution of Digital OOH and Paid Media plans for the NBA's first-ever brand campaign domestically and internationally. 30 creative assets in 50+ unique placements
  - Executed global rollout of NBA's Mission and Values to NBA teams, departments, and regions
- Global Business Operations **Oct 2020 – Apr 2021**
- Analyzed global fan data to implement innovative update to fan segmentation in emerging markets
  - Coordinated with leadership to drive strategic improvement to global organizational structure
  - Point person for R&D of upcoming partnerships between the NBA and Formula 1. Drove forward strategic plan through social, content, and in-person activations resulting in global fan acquisition
- Emerging Technology / Digital Media **Mar 2020 – Oct 2020**
- Spearheaded product development of award-winning digital engagement tool (Tap to Cheer) on consolidated timeline. Garnered over 4 MM cheers during launch weekend and resulted in 275 MM engagements throughout NBA / WNBA seasons
  - Product Manager on the award-winning NBA Alexa Skill rebuild as part of the NBA digital product consolidation and global app launch
- Social Responsibility **Sep 2019 – Mar 2020**
- Optimized operations for NBA Employee Day of Service. Coordinated 1,000+ NBA employees volunteering at seven unique community sites in the New York / New Jersey area
  - Orchestrated Social Responsibility marquee events – liaised with volunteers, vendors, and executives
- Undergraduate Research Assistant, Mark Rosentraub** | University of Michigan **Sep 2018 – May 2019**
- Performed market analysis and measured economic impact of sport facilities
- Design Strategy + Project Management, Levy Restaurants** | Chicago **Summer 2018**
- Directed 5 interns to create a holistic solution bringing exclusive merchandise to premium guests at sports venues across the US. Presented solution to c-suite for implementation - leadership approved
- Marketing, Red Bull North America** | New York City **Summer 2017**
- Implemented organizational support for Bus. Planning. Developed/pitched 360 consumer activation
- Marketing/Development, Illinois Holocaust Museum & Education Center** | Chicago **Summer 2016**

## Education

BA Sport Management, University of Michigan