
Strategic marketing and brand leader with 20+ years of experience building brands, driving revenue, developing high-value partnerships, and leading integrated campaigns across entertainment, sports, consumer products, wellness, lifestyle, travel, and digital platforms. Proven ability to translate creative vision into measurable business outcomes through brand strategy, business development, product launches, partnership sales, experiential marketing, and 360° campaigns.

Experienced in building brands and products from concept to market, leading cross-functional teams, developing new revenue opportunities, and advising founders and organizations through periods of growth and transformation.

ML COLLECTIVE

2025-Present

Founder / Brand Strategist

Lead an independent brand strategy and marketing consultancy, working with founders, startups, and established brands across entertainment, wellness, lifestyle, consumer products, travel, music, sports, and digital platforms. Consulting engagements have operated on an ongoing and project-based basis alongside executive and operating roles.

CASSANDRA - Fractional CMO + Strategic Adviser (8/25 - 8/26)

- Guided the development and launch of a consumer social networking and membership platform for women, taking the business from concept through product strategy, consumer experience, membership design, brand positioning, and go-to-market planning.
- Developed the platform's brand architecture, marketing roadmap, and community strategy around its core value proposition: emotional support, mentorship, networking, community, and charitable giving.
- Served as the senior strategic lead across product, brand, community, and go-to-market, aligning cross-functional teams and initiatives around a cohesive consumer and growth strategy.
- Developed launch events, digital rollout plans, and community growth initiatives to build awareness, engagement, and early membership adoption.
- Oversaw strategic partnerships, relationship development, and fundraising efforts in support of the platform's growth, revenue, and market-entry objectives.

PREMIER BOXING CHAMPIONS - Brand Partnership Sales (4/25 - 2/26)

- Supported brand partnership sales across PBC's marquee events, including Manny Pacquiao's return to the ring, identifying and pursuing opportunities for brands to connect with high-profile boxing audiences and major live event properties.
- Developed and sold custom, integrated brand partnership concepts spanning broadcast, live events, social, digital, talent, and media.
- Identified prospective partners and aligned sponsorship opportunities with each brand's marketing objectives, audience priorities, and broader commercial goals.
- Leveraged experience across entertainment, sports, media, and consumer brands to build strategic partnerships designed to create meaningful value for both brand partners and Premier Boxing Champions.

STAMPEDE STUDIOS

2/2024 - 4/2025

Senior Director Campaign Management

- Senior marketing leader overseeing large-scale integrated campaigns across entertainment, live events, and sports.
- Served as strategic and executional lead for Premier Boxing Champions, overseeing major multi-platform pay-per-view campaigns across AV, print, digital, social, influencer, and media.
- Led campaign execution involving 500+ deliverables while managing complex timelines, cross-functional teams, clients, agencies, and external partners.
- Led the development of brand partnership offerings, helping shape strategic opportunities and partnership programs for clients and the agency.
- Managed senior client relationships and acted as a strategic advisor across campaign strategy, creative, production, media, and execution.
- Identified and negotiated a strategic partnership with a media planning and buying agency, expanding the agency's media capabilities and enabling more integrated full-funnel campaign offerings.
- Managed multi-million-dollar budgets and developed financial tracking systems to improve profitability, reporting, and visibility for senior leadership.
- Led 360° marketing initiatives designed to drive audience engagement, awareness, revenue, and measurable performance outcomes.

IDEKO Experiential Agency

10/2017 - 10/2018

Vice President Business Development

- Led strategic business development, client acquisition, and growth initiatives for an experiential marketing agency serving entertainment, sports, retail, and consumer brands.
- Drove new business opportunities and secured high-profile experiential marketing projects and RFPs, including Warner Bros.' Aquaman, Universal's Jurassic World, and multiple Netflix original series launches.
- Served as both business lead and account director, developing original concepts, building pitch strategies and decks, and managing relationships from initial opportunity through production.
- Leveraged deep industry relationships to identify and secure new clients and strategic opportunities across entertainment, sports, music, retail, and consumer products.
- Won and led the agency's first international expansion, securing and managing a global campaign for Chang Beer in partnership with the client's Singapore-based agency.

LIT YOGA BARRE

1/2018 - 10/2023

Founder / Managing Partner

- Founded and built a boutique wellness brand and brick-and-mortar business.
- Developed the brand concept, business model, and go-to-market strategy from inception.
- Led business development, marketing, partnerships, social media, influencer initiatives, operations, and P&L management.
- Grew the business to profitability within two years while building a loyal and influential local customer base, prior to the impacts of COVID-19.
- Secured strategic partnerships and generated meaningful local brand awareness and press visibility.

HALLMARK MEDIA

1/2004 - 6/2017

Director, Consumer Marketing

- Promoted through progressively senior roles from Coordinator to Director during a 13-year career leading consumer marketing, integrated campaigns, strategic partnerships, and brand growth initiatives.
- Reported to senior marketing leadership and operated as a strategic lead across major consumer marketing initiatives.
- Directed multi-million-dollar integrated marketing campaigns across television, digital, paid media, experiential, PR, events, and partnerships.
- Reimagined the creative and media strategy for Countdown to Christmas, contributing to double-digit ratings growth and some of the network's strongest holiday seasons.
- Pioneered brand and music partnerships, securing relationships with Baskin-Robbins, Delta, Disney, Sandals Resorts, Universal Music Group, and Sony Music.
- Led media buying and planning, creative development, agency management, analytics, experiential activations, PR stunts, and cross-functional execution across major network initiatives.
- Concepted and launched innovative consumer experiences, including a Countdown to Christmas VR roller coaster in partnership with Six Flags.

SPIKE TV - NY

2003 - 2004

Development Coordinator

NICKELODEON

2001 - 2003

EA to EVP Production

DISNEY CHANNEL

2000 - 2001

EA to SVP Sales + Marketing

SKILLS

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|------------------------|--------------------------|--------------------------|
| • Brand Strategy | • Strategic Partnerships | • Team Leadership |
| • Business Development | • Media Buying | • Experiential Marketing |
| • Integrated Marketing | • Creative Development | • Consumer Insights |

EDUCATION / LANGUAGES

BS COMMUNICATIONS

University of Phoenix

Spanish - Fluent