

Creative & Brand Marketing Manager

Creative and collaborative marketing manager with 7+ years of experience managing integrated campaigns across film/TV, streaming, experiential, and branded immersive campaigns. Known for crafting emotionally resonant, fan-first marketing that drives brand awareness, viewership, product engagement, and consumer delight. Proven success leading cross-functional teams, managing multimillion-dollar budgets, and delivering high-impact creative and activations (Halloween Horror Nights, Comic-Con, SXSW, and awards events). Adept at guiding timelines, stakeholder approvals, and legal/brand compliance processes to deliver seamless, on-brand creative. Passionate about storytelling, immersive brand experiences, and translating iconic IP into opportunities that spark delight with audiences through joyful and strategic marketing. Trilingual (English, French, Spanish) with a strong global lens, sharp eye for detail, and a commitment to inclusive, franchise-forward marketing.

Areas of Expertise

- Brand Management & Design
- Experiential Marketing Design
- Digital Marketing Optimization
- Multimedia Content Development
- Team Training & Public Speaking
- Cross-Functional Collaboration
- Consumer Engagement Strategies
- Budget Management/Cost Optimization
- Global Marketing Initiatives
- Event Planning & Execution
- Creative Campaign Execution
- Strategic Planning & Execution

Key Accomplishments

- **Award-Winning Campaign Leadership:** Managed creative marketing campaigns that were delivered on time, stayed in budget, and secured various Clio Awards across multiple film projects. The latest win is the prestigious Grand Clio for the "Tár" trailer as Creative Advertising Manager in 2023.
- **High-Impact Film/TV Promotions:** Coordinated print, stunts, and viral marketing campaigns for "Coming 2 America" and "Borat Subsequent Moviefilm," that emerged as the most-streamed films of 2021 on Amazon Prime Video, generating revenues of \$300M and \$263M respectively, reflecting superior audience engagement and promotional strategies.
- **Strategic Event Marketing Expertise:** Managed multi-million-dollar marketing initiatives for Comic Con's experiential activations, significantly enhancing viewer engagement for "Outlander" and "American Gods," which resulted in record-breaking premiere viewership in STARZ history through exceptional capability in leveraging high-profile events to maximize trailer visibility and series anticipation.

Professional Experience

Creative Advertising Manager | Focus Features – Studio City, CA

2022 – 2025

Managed comprehensive 360 marketing campaigns and audio-visual materials, including Theatrical Trailers, Television spots, radio, and in-theater activations. Partnered with the Vice President of Creative Advertising to initiate and execute campaigns for various genres, including franchise films, animated features, and critically acclaimed titles. Managed logistics and communications with external vendors, Finishing, Print, networks/guilds, Media, Music Licensing, Publicity, Legal, and filmmakers to streamline campaign operations/approvals for multiple film projects.

Notable Accomplishments:

- Developed award-winning and viral audiovisual content and franchise brands within theatrical campaigns, overseeing creative development, production, and execution to amplify film awareness, engagement, and box office performance.
- Managed project timelines in collaboration with media, milestone tracking, and approval workflows
- Contributed to consistent messaging across all marketing channels by maintaining adherence to MPA/networks, guilds, and brand guidelines.
- Ensured brand consistency across Trailers, TV spots, and Out-of-Home (OOH) assets by integrating our strategy vision, data analytics, and industry best practices in collaboration with cross-functional teams.
- Managed campaign budgets ranging from \$800K to \$2M, ensuring fiscal compliance, accuracy through SAP-driven PO management and regular collaboration with Finance.
- Managed innovative marketing campaigns that propelled films such as "Tár," "Asteroid City," "Mrs. Harris Goes to Paris," "Black Bag" and "Nosferatu" to achieve record-breaking box-office and commercial success.
- Enhanced cross-departmental collaboration, establishing robust communication channels that supported the successful launch of films including "My Big Fat Greek Wedding 3," "The Holdovers," "The Bikeriders," and "Nosferatu"

Amazon Studios (Prime Video) – Culver City, CA

2019 – 2022

Creative Marketing Associate Manager - Fantasy, Sci-Fi, Superheroes Series & Films (2021 – 2022)

Oversaw brand strategy and daily creative operations for multiple Amazon fantasy, sci-fi, and superhero series to enhance brand visibility and audience engagement. Directed marketing strategies and creative executions across audiovisual and print materials, digital campaigns, activations and promotions/partnerships. Guided the production and strategic planning of high-profile marketing events such as Comic Con and WonderCon, aligning with campaign goals and brand standards. Supervised external creative agencies and internal editorial teams to produce compelling marketing content that adhered to brand strategies and enhanced viewer experience.

Notable Accomplishments:

- Supported retail-style and fan-facing activations aligned with campaign objectives — including logistics, timeline planning, creative approvals and branded merchandise integration. (e.g. "The Peripheral" Forever Fab 3D Print Shop activation at NY Comic Con)
- Developed marketing briefs and creative asset requests, ensuring that all project creative materials are executed according to strategy and on time.

- Delivered feedback that refined creative and products while adhering to original vision, strategy, and branding, resulting in effective marketing campaigns & fan-favorite activations. (e.g. "The Boys presents Diabolical" - Vought-A-Burger at SXSW)
- Conceived and launched innovative promotional tactics at annual awards events, introducing original themed experiences and custom cocktails that significantly enhanced consumer interaction and brand recall.
- Collaborated with the media team and AWS (Amazon Web Services) to broadcast "Night Sky", becoming the first series into space, generating unprecedented public interest and record-breaking engagement.
- Managed innovative marketing campaigns for major titles including "The Peripheral," "The Expanse," and "The Boys," significantly increasing viewer engagement and series popularity.
- Compiled metrics, data, and analysis on campaigns and offered suggestions for optimization. Adapt learning to future projects to improve workflows.
- Executed strategic 360 marketing shoots with series talent, ensuring high-quality content creation for use across AV, print, social media, publicity, and brand campaigns.
- Developed global pitch decks for each series, The Peripheral, Night Sky, Undone S2, The Expanse, The Boys, to present the campaign's look and feel, global strategy, and 'best practices' for launches across various territories.

Creative Marketing Services Coordinator (2019 – 2021)

Coordinated creative development for AV, print, and Out-of-Home (OOH) advertising, enhancing marketing strategies for both theatrical and streaming campaigns. Collaborated with teams to develop global marketing strategies, coordinating content releases and major entertainment events to maximize media exposure. Directed the trafficking of print and AV materials, securing necessary approvals from networks, legal, guilds, and music licensing teams. Led creative direction for domestic and international film launches in France, Italy, the UK, and Australia, overseeing localization and dubbing processes to ensure cultural and linguistic appropriateness.

Notable Accomplishments:

- Managed creative assets for 30+ films while ensuring brand consistency and high-quality output during two major brand transitions.
- Maintained quality control over branding elements, catching/correcting errors, thereby preserving brand integrity and consistency across multiple campaigns.
- Coordinated global marketing stunts for blockbuster releases such as "Borat Subsequent Moviefilm" and "Coming 2 America," driving unprecedented word-of-mouth and audience engagement.
- Enhanced the visibility and impact of films such as "Cinderella," "One Night in Miami," and "Sound of Metal" through targeted, culturally adapted marketing campaigns and creative branding.
- Elevated the brand and promotional effectiveness for a diverse array of films, including productions from Blumhouse, by developing and implementing strategic marketing initiatives and creative alignments.

Originals Marketing Assistant & Team Coordinator | STARZ – Santa Monica, CA

2017 – 2019

Coordinated with Originals and Brand Marketing leads to seamlessly execute 10 high-profile marketing campaigns for franchise series, documentaries, and brand initiatives. Managed the creative development and logistical execution of audiovisual and print materials, stunts, special projects, and brand sizzles, ensuring alignment with strategic objectives. Oversaw production for marketing activations at major industry events, including Comic-Con, Essence Festival, and SXSW, enhancing brand visibility and audience engagement.

Notable Accomplishments:

- Boosted series visibility and fan engagement by managing brand creative, marketing activations and sizzles. Series promoted includes "Outlander" S3-5 and "Power" S4-6.
- Fostered and coordinated strategy and production of the Ash vs Evil Dead maze for Universal Studios Halloween Horror Nights '17 where fans were immersed with characters and environments from S1-2.
- Ideated and coordinated production for interactive activations for Outlander S3-5, Power S4-6, Vida S1-3 and Brand at fan-facing conventions (SXSW, San Diego Comic Con, NY Comic Con, Essence Festival, FYC events).
- Directed comprehensive event logistics from budget management, creative development, to onsite execution, ensuring seamless integration of sponsorships and a superior fan experience at high-traffic venues.
- Cultivated a robust team environment by mentoring temps and interns to enhance team efficiency and campaign success.

Additional Experience

VIP Studio Page | Paramount Pictures, Los Angeles, CA, 2016 – 2017

Public Relations Consultant | Festival of Arts/Pageant of the Masters, Orange County, CA, 2015 – 2015

Vice President | PRSSA: Public Relations Student Society of America, 2014

Intern | Sony Pictures Television. Ryan Seacrest Studios. Disney. DGWB Advertising, Rogers & Cowan PR, 2013 – 2015

Education

Bachelor of Arts in Public Relations and Advertising, Minors: Leadership Studies, Women Studies
Chapman University, Dodge College of Film and Media Arts, Orange, CA

Honors & Awards

National Honda Campaign Advertising Campaigns Capstone, Award: First Place, Date: Fall 2014

Albert Schweitzer Spirit of Service Award, Year: 2015

OL Halsell Scholar: Mentored by Cheryl Boone Isaacs, President of Academy of Motion Picture Arts & Sciences, Year: 2015

Technical Proficiencies

Microsoft Outlook, Word, & PowerPoint | Apple Keynote | Adobe Creative Suite (Photoshop, InDesign, FinalCut) | Photoshop | AP Style Writing WordPress | Drupal | Social Media Platforms | InMotion | Google Suite | SAP | BOX | FrameIO | Tableau | Excel | Canvas | Slack | Zoom | Airtable