**MARKETING MAVERICK & CULTURE ENTHUSIAST**

*Creator, storyteller, and culture enthusiast with 17 years of experience in Marketing, Communications, Brand Management, Media, Events, Sales, Business Development, and Executive Coaching.*

*Passion for shaping culture via connection points, commercially relevant brand strategies and integrated marketing plans across multiple communications platforms with a focus on diversity, equity, and inclusion.*

**Core Competencies**

Leadership ◆ Global Brand Marketing ◆ Commercial Marketing ◆ Product Marketing ◆ Shopper Marketing ◆ Channel Marketing

Omnichannel ◆ E-commerce ◆ International Relations ◆ Communications ◆ Advertising ◆ Digital Marketing ◆ Social Media ◆ PR

Partnerships ◆ Sponsorships ◆ Product Launches ◆ Content Creator ◆ CPG ◆ CRM ◆ Events ◆ Immersive Experiences

Consumer Engagement ◆ Editorial Projects ◆ Strategy ◆ Campaign Business Development ◆ Journalism ◆ Project Management

Multi-national chains ◆ National Accounts ◆ Dining ◆ Hotels ◆ Entertainment ◆ Retail ◆ Luxury ◆ Lifestyle

**Work Experience**

**LVMH Moët Hennessy Louis Vuitton, New York, NY**

**Marketing, Consumer Connections & Insights Center of Excellence 07/17 – Present**

*Led marketing and commercial transformation, establishing strategic pillars to elevate brand desirability, increase customer and shopper engagement, drive cultural relevancy, and broaden consumer aperture.*

* Owned full-funnel marketing, including channel, customer, and shopper marketing, to build brand salience, increase conversion, and enable seamless customer journeys
* Built disruptive brand programs for Moët & Chandon, Hennessy, and across the LVMH portfolio for joint marketing projects, commercial opportunities, PR activities, and client experiences
* Created effective and efficient 360 marketing strategies focused on brand growth, acquisition, and retention
* Developed digital and retail marketing plans to support global and local initiatives
* Crafted editorial and brand content, using rich multimedia storytelling
* Directed cross-functional teams to elevate the impact of campaigns and achieve KPIs
* Introduced trends, innovation, technology, and white spaces
* Launched more than 248 new products, luxury offerings, and global projects delivering social impact, efficiency, and innovation
* Managed communication with agencies, influencers, creative networks, vendors, and business stakeholders
* Led presentations, RFPs, proposals, pre- and post-sales reports, and topline business performance reviews
* Negotiated partnerships and sponsorships for global brands
* Executed best in class luxury animations, tentpole events, product launches, pop-ups, celebrity and special brand experiences across music, fashion, sports, beauty, gaming, entertainment and lifestyle outlets
* Used business insights and omnichannel inputs to guide Product Development, Product Marketing, and Sales
* Optimized go-to-market strategies and marketing channels
* Pioneered digital content platform which increased team productivity by 25% and sales by 11%
* Served as Subject Matter Expert, thought partner, and coach for CEO, executives, and brand leads on diversity, equity and inclusion priorities and practices

**LVMH Moët Hennessy Louis Vuitton, New York, NY**

**Co-chair, EllesVMH North America 10/22 – 12/22**

*Led employee resource groups with 2,000+ members globally to foster inclusion among LVMH’s teams, clients and communities*

* Built out D&I strategy, programming, governance structure, and metrics aligned with UN Women Empowerment Principles, such as recruitment, training, pay equity, mentorship, and allyship
* Doubled community engagement in two years

**LVMH Moët Hennessy Louis Vuitton, New York, NY**

**Business Development Manager 01/16 – 07/17**

*Led the commercial planning, channel management, distributor strategy, and building of program calendars*

* Owned fan and demand generation strategy based on trends, insights, activation tactics, and ROI results
* Developed channel and consumer pathways for hospitality, entertainment, gaming, lifestyle, nightlife, dining, B2B, BTC, retail, e-retail outlets

**LVMH Moët Hennessy Louis Vuitton, New York, NY**

**Marketing Manager 10/10 – 06/14**

*Directed trade marketing and provided recommendations on category management and client solutions*

* Created 360 integrated marketing plans to produce commercial results and maximize brand equity
* Designed inclusive and innovative experiences using powerful storytelling and cutting-edge digital technology

**Preston Marketing, New York, NY**

**Brand Manager 12/06 – 03/09**

*Led a team of 12 marketers and 40 brand ambassadors, event producers, influencers and logistics personnel*

**Horizon Blue Cross Blue Shield, Newark, NJ**

**Senior Writer, Marketing & Communications 07/07 – 09/08**

*Drafted internal and external marketing communications, product news, training materials, proposals, presentations, newsletters, executive speeches, and digital communications*

**Verizon Wireless, Basking Ridge, NJ**

**Senior Manager, Marketing & Communications 08/04 – 06/07**

*Prepared creative briefs, press releases, sponsorship decks, pitch materials, proposals, client presentations, RFIs, RFPs, SOWs*

**Education**

**Pennsylvania State University University State Park, PA**

*Bachelor of Arts, Digital Journalism & Media*

**Pennsylvania State University University State Park, PA**

*Inclusive Leadership Certificate*

**Cornell University Ithaca, NY**

*Digital Marketing Certificate*

**Seton Hall University South Orange, NJ**

*Diplomacy & International Relations*

**Additional relevant information**

* **Awards:** *LVMH Inclusion Award (2021), Moët Hennessy President’s Award (2021), PR News Online Diversity & Inclusion (2016)*
* **Certifications :** *Google Analytics, Inside LVMH Luxury Certificate, Project Management Professional (PMP)®, WSET Level 2*
* **Professional Accreditations / Affiliations:** *Asian American Journalists Association, Asian American Professional Association, Asian Pacific Community Employee Resource Group (Co-founder), Chief (Member), McKinsey Executive Leadership, National Asian Pacific American Women’s Forum*
* **Volunteer Activities:** *Dress for Success, Food Bank of New York, Thurgood Marshall College Fund (Mentor) United Way*
* **Languages:** *English (Native), Spanish (Intermediate), French (Beginner)*
* **Interests**: *Beauty, Culture, Fashion, Food & Wine, Music, Sports, Travel, Wellness*