
SKILLS & STRENGTHS

- > Building trusted internal and external relationships through expertise, inclusion, and collaborative problem solving
- > Leading and enabling teams with an insight-driven approach to bring engaging marketing activations to life
- > Broad project leadership skill set with experience in a range of fast-paced and high-stake environments

EXPERIENCE



MANAGER, PDR MARKETING, COMMUNICATIONS STRATEGY

Nintendo of America / July 2022 - Current

- > Strategized and implemented new project framework to identify content priorities, create team accountability, better manage internal resources, and drive business objectives.
- > Contributes to fiscal year planning and ongoing content strategy by driving alignment with marketing managers, identifying key marketing moments and aligning with senior leadership across departments.
- > Built and successfully maintains relationships with external publishing and development partners and internal stakeholders to advocate on behalf of the third party business by providing business perspective and driving successful project execution.
- > Acts as a spokesperson for Nintendo by presenting games and priority messaging to media at key events like Game Developers Conference and Nintendo's Holiday Media Tour.

ASSISTANT MANAGER, PDR MARKETING, COMMUNICATIONS STRATEGY

Nintendo of America / July 2020 - July 2022

- > Leads communication strategy for game titles on the Nintendo Switch system from third party development and publishing partners.
- > Drives third party content strategy on owned and operated channels like social media, web, and on-device editorial.
- > Oversees marketing campaign strategy for key titles and franchises like Fortnite, Fall Guys, Overwatch, and Apex Legends, and content categories like games as a service (GaaS).
- > Provides day-to-day leadership of the PDR Communications Strategy team including resource management and individual growth.



MARKETING MANAGER, OVERWATCH

Blizzard Entertainment / November 2017 - July 2020

- > Responsible for project management, production, and execution of global marketing campaigns for Blizzard Entertainment's award-winning franchise, Overwatch, and its 50 million players.
- > Drove marketing strategy and managed the execution of co-branded digital, out-of-home, and experiential campaigns with corporate partners, including Coca-Cola, Kellogg, and Facebook.
- > Enabled success through effective management of and collaboration with cross-functional teams, including product development, business operations, creative services, legal, and various vendors.



SR. COMMUNICATIONS & EVENTS LEAD, CONSUMER PRODUCTS

Experian / March 2016 - November 2017

- > Strategized, coordinated, and implemented all digital, experiential, and live corporate communications.



COMMUNICATIONS MANAGER

ACTIV Health Inc. / November 2014 - January 2016

- > Drove go-to-market strategy for mobile app software through identifying and prioritizing activities and content needed to successfully reach business goals.



PUBLIC RELATIONS & COMMUNICATIONS

Taco Bell Corp. / October 2011 - November 2014

- > Partnered with business insights team to leverage industry trends and optimize marketing campaigns designed to increase brand awareness.
- > Managed national employee engagement programs for multiple product launches reaching more than 160,000 Team Members.



DISNEYLAND RESORT TRAINING & DEVELOPMENT

The Walt Disney Company / July 2010 - January 2012

- > Responsible for facilitating all-day new hire training, communicating brand values and defining role impact to broader business goals.

EDUCATION



CHAPMAN UNIVERSITY

August 2009 - June 2013

- > B.A. Communications Studies
- > Public Relations, Minor