

## EXPERIENCE

### Account Director

Feb 2007 – Oct 2009

**Draftfcb** – Marketing Communications Agency – New York, NY

#### Account Director – Starbucks

- **Responsible for strategic program development, revenue and margin growth and strategic alignment of creative campaigns**
- Contributed to account strategy leading to **70% YOY revenue and 30% margin growth**
- Oversaw development of loyalty program strategy as account lead in cooperation with digital strategy and CRM teams by
  - Defining holistic and integrated marketing campaign for 2010 roll out
  - Mapping proposed communication strategy to existing customer behavior
- Oversaw creative projects and partnered with creative teams ensuring strategic alignment with client objectives, including **70% Email open rates, 48% coupon redemption rates**
- Worked closely with Group Management Director to set up account infrastructure and staffing after winning client
- Directed resource allocation, utilization measurement and staffing adjustments for all projects resulting in steady project resourcing and an average 20% decrease in development costs

#### Senior Marketing Operations Manager – Citi

- **Responsible for business management of the account and contributed strategic thought leadership to special projects**
- Scoped and managed revenue of \$13 MM, including P&L responsibility
- Achieved 10% retainer budget growth through incremental projects
  - Sold and delivered Worldwide Knowledge Management System to Citi Cards client
- Supported strategic recommendation to adjust Citi Business Card portfolio message platform to match customer needs and emphasize existing competitive advantage
- Developed Citi Cards business process recommendation and presented to CMO leading to 30% decrease of non-value added client agency interactions
- Championed the adoption and integration of new operational model within Draftfcb
  - Worked closely with Group Management Director to establish account infrastructure according to new model after winning account in January 2007 by redefining traditional team roles and workflow processes resulting in 25% decrease of non-value added tasks

#### Pre-Sale Project Manager

**Tradepaq Corporation** – IT Consulting – Tarrytown, NY

Feb 2005 – Feb 2007

- **Designed, prepared and led international sales demonstrations with prospects and clients in Switzerland, Austria, Germany, Holland, Dubai securing \$1.5MM in sales**
- Advanced business development by:
  - Improving sales presentations, product demonstrations, marketing collateral
  - Recommending product improvements to simplify customer experience
- Managed multiple simultaneous projects with U.S. and European companies generating over \$2.4 MM in sales
  - Conducted business process analysis, identified key deliverables, built project plan and executed against plan
  - Led, organized and coordinated cross functional teams consisting of IT, sales, accounting, logistics and trading departments of both parties for requirements analysis and following implementation
  - Championed all communication between company and clients and acted as point person for client relationships
- Recommended process adjustments and improvements to client based on analysis of company's capabilities and client's systems in place leading to 20% shorter implementation time

## Marketing and Operations Manager

**Avon Theatre Film Center** – Entertainment Industry – Stamford, CT

**Jan 2004 – Feb 2005**

- Responsible for marketing and operations of \$1 MM in annual sales and managed a staff of 15
- Doubled attendance and sales within six months of marketing and promotional initiatives through various channels:
  - TV, Print, Radio, PR, Web, Loyalty Program, Promotions, Events
- Reduced variable operating costs by 25% while improving customer satisfaction through:
- Improved staff scheduling and enhanced inventory management
- Enhanced customer relationships by conducting on-site customer surveys and implementing

## Assistant Marketing and Operations Manager

**UltraNectar, Inc** – Action Sports Apparel – Oakland, CA

**Mar 2002 – Sep 2003**

- **Spearheaded European Business Development effort by identifying and analyzing relevant target markets, their distinct demographics and consumer behavior in Germany, Austria, Switzerland and France**
- **Conducted sales meetings with potential distributor in Switzerland**
- Increased brand recognition by planning and executing promotional marketing campaigns by sponsoring ski resort events and athletes to gain awareness and trial for the brand
- Supported product launch of Kiteboard specific gear at tradeshow, sales and other industry events

### OF NOTE

- Foreign Languages: Fluent in German, Re-learning French
- Pro-bono involvement: Unicef, TORCH
- Lean Six Sigma
- Personal Passion: Snowboarding, Surfing, Music and Technology

### EDUCATION

B.S. International Management – Menlo College, Atherton, California

May 2003

- Graduated with honors (GPA 3.7); Dean's List; Presidential and International Scholarship