

## MARKETING EXECUTIVE

With over 9 years of experience in helping individuals and businesses prosper through technology, sales, and consultative marketing strategies.

### WORK EXPERIENCE & HIGHLIGHTS

Handpicked by the Vice President to spearhead the launch of their inaugural movie product in collaboration with Warner Brother Studios.

REVLON'S CINEMATIC DEBUT STRATEGIST

Created top-selling products that garnered widespread success in major retail outlets such as Target, CVS, Walgreens, and Walmart. Contributing to Best-Seller status.

RETAIL SUCCESS MAESTRO

Created and led teams in crafting covers that not only captured attention but also earned the company its first OTC Magazine Beauty Award.

AWARD-WINNING CREATIVE MAVEN

#### TriNet, INC,

May, 2022 - Present

\$3.6B in revenue, 5000+ employees

Senior Corporate Marketing | Strategic Growth and Referral Program

##### Referral Marketing Mastery 🚀

- Orchestrated and executed highly successful referral marketing programs, resulting in a remarkable 31% increase in successful referrals within a year.
- Elevated annual referral submissions from 545 in 2022 to an impressive 821 in 2023, demonstrating a 50% growth and contributing to a substantial increase in referral marketing results.
- Drove a substantial boost in referral marketing results, increasing it from \$3 million to an impressive \$3.6 million in less than a year, marking a remarkable 20% increase in referral marketing performance.

##### Recognition and Award 🏆

- Spearheaded the launch of the award-winning TriNet PeopleForce, receiving acclaim from Yahoo Finance, Google News, and PR Newswire.
- Played a pivotal role in TriNet receiving the prestigious Stevie® Awards, showcasing the effectiveness and innovation of marketing initiatives.

##### Influential Celebrity Partnerships 🌟

- Strategically curated and implemented a plan that brought together speakers and experts from top celebrities, including Mike Krzyzewski, Disney CEO Bob Iger, and Jane Goodall.
- Received accolades for orchestrating a high-profile event that not only strengthened TriNet's industry positioning but also fostered valuable connections with influential figures.

#### WM HOLDINGS, INC, (merged with Advanced Disposal in August 2020)

Aug. 2020 - 2022

\$17.6B in revenue, 48,000+ employees

Corporate Marketing Analyst & Business Manager

- Orchestrated a complex \$4.6 merger acquisition transition process for WM Holdings, Inc., which included migrating 3+ million customers and creating/enrolling 500K+ customer profiles.
- Developed and executed the Advanced Disposal acquisition strategy, managing the transition process from signing up to onboarding and system SOPs.
- Spearheaded the implementation of a groundbreaking company spreadsheet calendar, a project management innovation that allowed the Vice President to monitor all departments seamlessly. Crafted specialized rules within the spreadsheet, streamlining deadline identification and improving overall project efficiency.
- Managed external marketing efforts across various platforms, contributing to the company's annual revenue of \$1.4B.
- Spearheaded IT projects to enhance operational efficiency and facilitate seamless communication between departments.
- Successfully managed diverse sports partnerships, employing strong project management skills to navigate projects from inception to completion. Orchestrated meetings led cross-functional teams, and ensured strict adherence to quarterly goals, contributing to the overall success of the marketing initiatives.
- Developed and executed 15+ impactful marketing strategies that consistently translated into revenue growth.
- Leveraged a combination of market insights, consumer trends, and data-driven approaches to create compelling campaigns.
- Fostered a collaborative internal environment by enhancing communication and alignment between various departments.
- Top Skills:** Project Management, Account Management, Strategic Planning, Revenue Growth, Digital Strategy, Spreadsheet Innovation, Direct Response Marketing, Forecasting, Grassroots Fundraising, Relationship Development, Sports Partnership Management, and Cross-functional Collaboration

**ADVANCED DISPOSAL SERVICES, INC.** (NYSE: ADSW)

Oct.2018 - Aug.2020

\$4.9B in revenue, 10,000+ employees

*Marketing Business Manager ( Acquisition)**Internal and External Customer Relations Manager*

- Spearheaded the development and execution of IT projects, enhancing operational efficiency and technological capabilities.
- Negotiated and closed high-value contracts, securing an impressive \$5 million in new business opportunities within the first quarter of 2019.
- Proactively identified emerging business opportunities and market trends, resulting in a notable 10% increase in corporate clients and an impressive 15% growth in revenue.
- Designed and implemented a pioneering Diversity and Inclusion pilot strategy for both the app and marketing campaigns.
- Drove key testing metrics, leading to the successful rollout of inclusive initiatives to a diverse audience of over 2 million customers.
- Managed client-centric marketing campaigns that increased client adoption of new products and services by a substantial 20%.
- Played a crucial role in internal and external customer relations, improving communication, collaboration, and alignment between different departments.
- Identified white-space opportunities that contributed to increased mergers and account activations.
- Participated in public council meetings to formulate best contracts and practices, establishing a strong industry presence and leadership.
- Conducted thorough market research, utilizing the Triple Bottom Line Theory to strategically position the company advantageously over competitors.

**Enhance ONE**

June 2016- 2018

(Dedicated to Empowering Startups for Success)

*Marketing Vice President Consultant (Volunteer)**Simultaneously pursued Technology and Sustainability Certifications at General Dynamics Information Technology, showcasing a commitment to continuous learning.*

- Provided invaluable support to local businesses, contributing to their growth, and fostering a positive impact on the community.
- Facilitated knowledge-sharing through workshops, empowering entrepreneurs with essential skills for business success.
- Provided personalized mentoring and coaching to business owners, offering tailored guidance and valuable marketing assistance.

**GENERAL DYNAMICS INFORMATION TECHNOLOGY**

July 2016- 2018

(\$45.4B in revenue, 107,000+ employees)

*Customer Relations Manager*

- Oversaw the brand's comprehensive management, ensuring continued dominance in the category through military contracts.
- Played a pivotal role in the end-to-end process of new product development, from ideation to shipping, contributing to the brand's innovation.
- Designed and executed customer-specific test programs, ensuring alignment with profit and loss goals and successful execution.

**REVLON**

March 2012- 2016

*One of the leading international companies in the beauty and hairdressing industry*

(\$3.1B in revenue, 7300+employees)

*Marketing Manager / Senior Communications Strategist*

- Spearheaded the creation and execution of new brand and product innovations, particularly focusing on multicultural beauty products, contributing to 40% of total business revenue.
- Generated a brand communication plan across all platforms, resulting in sales growth of over \$11 million in revenue in 24 months. Created strategic campaigns for trade shows and over 200 events.
- Led the development and execution of new product launch plans and programs with 15+ cross-functional teams, driving a +9% share growth. Retrieved insights from analytical tools hand-selected by me to increase overall brand ROI.
- Spearheaded impactful demand generation programs, contributing to a significant increase in new client acquisitions.
- Recognized with the "Go-to Market Strategy" accolade for crafting campaigns that revolutionized our growth strategy, utilizing key performance indicators to enhance member retention and optimization strategies.

**T-MOBILE**

April 2004- 2005

(\$60B in revenue, 75,000+ employees)

*One of the Largest Mobile Companies in the world**Marketing Business Strategist*

- Propelled sales for market-leading brands by executing headset marketing program leading to market share growth.
- Led initiatives to improve brand presence through consumer sales and promotions.
- Account Management: Achieved 98% product availability in contracted outlets by enforcing consumer contract agreements.
- Retained 85% of accounts through proactive support with business knowledge and creative advertising concepts.

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**EDUCATION**

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**SOUTHERN NEW HAMPSHIRE UNIVERSITY – SCHOOL OF BUSINESS**

June 2022 -Present

- Master of Business Administration in Marketing and Technology Sustainability | GPA 3.6
  - Relevant Coursework: Business Management, Consumer Behavior, Marketing Research Analytics, Technology and Organizational Strategy in a Global Environment

- Bachelor's Degree in Social Science and Communications

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## HONORS & AWARDS

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- WM Corporate Recognition Award. July 2021
  - 1.3 M Customers Migrated
  - 1M WM Profiles Created
  - 500K Customers Enrolled in Autopay
  - 117.3K Customers signed up for paperless
- Salesforce 2021
- ServSafe – Food Certification
- USF Marketing Program Board Committee 2021
- Sustainability Cover Award 2020
- Led Cinema B2B and Partnership Proposal Warner Bros. 2016
- Created and developed REVLON's first "BEST COVER AWARD 2015", 2015
- Undertook negotiations with celebrity and official sponsors including Bravo's Cynthia Bailey, 2016
- Managed nationwide grassroots campaigns that reached over 5 million, 2015
- Community Action Agency Mentorship Program Participant, Teacher 2008
- Florida State University, Student Union Board: Advisor 2000

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## LEADERSHIP

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### NORTH FLORIDA COMMUNITY ACTION AGENCY

July 2011- 2013

*Mentorship Program Participant Teacher*

Served as a trusted advisor in the North Florida Community Action Agency, providing expert financial guidance that led to a remarkable 15% growth in client investment portfolios. Conducted 20 seminars on choices and critical thinking, addressing the unique challenges faced by low-income families in need of housing.

### MOTHERS IN NEED NON-PROFIT ORGANIZATION

*Marketing Founder*

March 2008-2011

Founded Mothers in Need, a non-profit organization dedicated to empowering women and low-income families. Successfully organized and executed fundraising operations, fostering community engagement and support. Led a team of 10 students in the research and development of two separate products, amplifying the organization's impact.

### FLORIDA STATE UNIVERSITY STUDENT UNION BOARD

*Digital Marketing Intern*

2003-2006

As a Digital Marketing Intern at Florida State University Student Union Board, played a pivotal role in managing future projects and student fundraising events, attracting a significant audience of 400 people. Proposing and implementing innovative strategies, I secured event sponsorships through strategic marketing research and relationship-building.

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## CERTIFICATIONS & SKILLS

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### GENERAL DYNAMICS CERTIFICATIONS – GDIT

June 2016

- Accounting Cycle and Accrual Accounting, Marketing Strategies Internal Analysis, Financial Statements
- Adobe Photoshop, OSHA Certification, Budgeting, Adobe Illustrator, Execute Innovation, SAP, Microsoft Dynamics CRM: Forms, Marketing, Contacts, and Processes; Microsoft Access
- Skills: Microsoft Word, Outlook, PowerPoint, Excel, Umbraco, SharePoint, and Word Press

**Recommendation Letters, References, and Certifications Available  
Thank You for Your time.**