

## EXPERIENCE

### Creative Strategist | Freelance

APRIL 2023 – PRESENT (FREELANCE CREATIVE STRATEGIST MAY 2020 - JULY 2021)

- Partner with CEOs, Media Buyers, and Marketing Managers to optimize brands and overall campaign performance through strategic digital marketing initiatives, leveraging KPIs such as CTR, ROAS, CAC, TSR, and Conversion Rates.
- Review existing creatives and develop new strategies, increasing CTR by 15% and achieving a 3.5x ROAS.
- Pitch compelling creative ideas based on brand KPIs and consumer trends, increasing TSR and Conversions by over 25%.
- Deliver scripts, briefs, and creative content for Email, SMS, Social Media, SEO, and Blogs, aligned with company goals.

### Senior Creative Producer | 310 Nutrition

JANUARY 2022 – APRIL 2023

- Led a team of 10, alongside external freelancers and contractors, supporting all business channels and creative projects.
- Implemented Wrike and streamlined department procedures, maintaining schedules and significantly improving workflow efficiency, doubling output, and enhancing team collaboration and performance across all departments.
- Produced 31 high-level productions, driving TSRs over 35%, a 20% higher CTR, and an overall improvement in ROAS, while optimizing ad creatives for maximum campaign performance and results.
- Collaborated with the Creative Director, Media Buyers, and other department heads to align content with strategies, enhancing asset delivery efficiency and ensuring consistency across all marketing channels and platforms.

### Executive Producer | Real Eyes Digital

JULY 2021 – JANUARY 2022

- Partnered with a cross-functional team to manage creative strategy for 22 clients, driving significant revenue growth, optimizing campaign performance, and playing a key role in the company's successful acquisition by AdMax Local.
- Developed innovative concepts and testing plans, achieving higher CTRs, ROAS improvement, and an increase in TSRs on key ads, while optimizing targeting strategies and improving overall campaign efficiency and results.
- Hired Creative Strategists, Producers, and Editors, boosting editing productivity and team performance across projects.
- Collaborated on the acquisition of codeSpark by Homer Learning, ensuring a smooth handoff of creative strategies.

### Creative Director | MK Media Ventures

OCTOBER 2020 – DECEMBER 2020 (CONTRACT)

- Conducted a creative audit of Q1–Q3, identifying key flaws and insights across the company's 3 brands. Developed recommendations that improved creative strategy, resulting in more effective campaigns and enhanced performance.
- Developed and implemented creative operations and pipeline systems on ClickUp, streamlining workflows from conception to delivery for a team of 8, improving efficiency, collaboration, and reducing turnaround time and missed opportunities.
- Designed and launched holiday campaigns, focusing on high-performing USPs, value propositions, and storylines, ensuring tailored messaging and maximizing seasonal impact while managing external agencies to ensure cohesive execution.

### Creative Producer | MuteSix

OCTOBER 2018 – MAY 2020

- Strategized and delivered direct response ads for 50+ e-commerce brands, optimizing creative content and targeting strategies to drive an overall increase in CTR and various improvements in ROAS across multiple campaigns.
- Analyzed data from previous creatives to iterate based on KPIs, refining targeting and creative strategies, resulting in higher conversion rates and optimized ad spend efficiency across multiple campaigns and platforms.
- Supervised cast and crews (1-30 people) across diverse productions (Video, Photo, UGC, Lifestyle, Product, Testimonial, etc.), ensuring seamless alignment and delivering high-quality, on-time assets across all project stages.
- Scaled multiple accounts, driving revenue growth that helped facilitate the company's acquisition by Dentsu.
- Worked closely with cross-functional teams to develop and execute integrated campaigns, resulting in an increase in client retention, improved satisfaction, stronger long-term client relationships, and a significant boost in overall campaign effectiveness, client success, and driving business growth.
- Created client-approved Direct Response A/B scripts to ensure ideation, messaging, and delivery were aligned.

## Associate Producer | QVC

MAY 2017 – JANUARY 2018 (QVC STUDIO COORDINATOR JUNE 2015 – MAY 2017)

- Produced 8 hours of live TV, managing 100+ brands, guidelines, and guests. Fostered strong partnerships with 30 program hosts while ensuring smooth on-air execution under tight deadlines, optimizing viewer engagement and satisfaction.
- Executed primetime shows with the Line Producer, key crew, and talent, driving product sellouts while analyzing sales data to identify peaks, in conjunction with the Line Planner to optimize inventory and adjust strategies for maximum profit.
- Worked alongside IT Cosmetics during their acquisition by L'Oréal, contributing to the development of performance strategy, aligning brand goals, and optimizing marketing efforts to drive growth and successful integration across channels.
- Collaborated with leading names in the CPG and entertainment industries, building strong partnerships and ensuring seamless brand alignment to enhance market presence, consumer engagement, and long-term brand loyalty.
- QVC Studio Coordinator (2015–2017), performing occasional Producer duties while covering production shifts as needed.

## EDUCATION

### Bachelor of Arts Degree | La Salle University

2007 – 2011

Major: Communication

Concentration: Mass Media

Double Minor: Film Studies & English

Activities: La Salle TV & Gamma Sigma Sigma

## SKILLS

Creative Direction and Strategy  
Pre-production and Production  
Post-production Supervision  
Creative Operations

Art Direction and Ideation  
Producing and Directing  
Scripts and Creative Briefs  
Project and Team Management

Existing Asset Optimization  
Problem Solving and Critical Thinking  
Client Relations and Consulting  
Organizing/Sharing Project Files

## PROFICIENCIES

Motion  
Wrike  
ClickUp

Asana  
Frame.io  
Slack

Zoom  
Google Suite  
Microsoft Office & Teams

## FAMILIARITY

- Ads Manager (7 years of experience in data analysis, working with Media Buyers/Campaign Managers from 2018 – Present)
- Adobe Creative Cloud (18 years of experience as a user from 2007 – 2015, Manager from 2015 – Present)

## ADDITIONAL TRAINING

15 years of credited on-set film/photo production experience (2010 – present):

- Production Assistant
- Coordinator
- Assistant Director
- Producer
- Art Director
- Creative Director

7 Years of retail experience (2008 – 2015):

- Visual Merchandising
- Customer Service

5 Facebook Business Classes (2021 & 2022):

- Creative Testing in Action
- Powerfully Concise & Better Questions
- Delivering Difficult Messages
- Executive Presence
- Virtual Meeting Crash Course