

# Coco Sprite

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## MARKETING EXECUTIVE

BUILDING & SUPPORTING INDUSTRY-LEADING BRANDS ▪ TEAM LEADERSHIP ▪ CONSUMER ENGAGEMENT

Award-winning, Innovative Marketing Professional with 15+ years' experience delivering results at top entertainment brands. Known for extraordinary skill formulating and executing strategies for highly competitive markets, introducing operational efficiencies, building brand prestige, and capitalizing on business opportunities that support unprecedented growth. Recognized as an inspirational business partner who drives consensus and improves collaboration while motivating and mentoring cross-functional teams.

Consumer Marketing ▪ Market Development & Expansion ▪ Brand Strategy ▪ Consumer Insights ▪ Franchise Development ▪ Product Launches & Positioning ▪ C-level Relationships & Presentations ▪ KPIs ▪ Project Management ▪ Technology Innovation ▪ Advanced Analytics ▪ Cross-functional Team Leadership ▪ Trend Spotting ▪ Competitive Intelligence ▪ Strategic Planning

*Catalyst for Strategic Marketing & Branding Initiatives that Increase Competitive Advantage, Business Growth & Profitability*  
*Proven Ability to Pivot Marketing Programs to Align to Changing Market & Economic Conditions*

- ✓ Drove omnichannel marketing and increased sales 58%+ and delivered millions in consumer impressions, both instore and online.
- ✓ Led global consumer product marketing campaign delivering 1B+ impressions with 29M SKUs in 15K+ stores.
- ✓ Partnered on digital marketing campaign for growing sales 8% YOY and securing 52 media placements, including *People*, *Entertainment Weekly*, and *O Magazine*.
- ✓ Shorty Awards finalist for 20th anniversary influencer campaign.

## CAREER EXPERIENCE & ACHIEVEMENTS

**RABBA DABA ROO**

**2018 – Present**

**Director, Global Franchise Planning & Studio Marketing | Senior Manager, Franchise Marketing & Planning**

Drive \$5M in global consumer products and licensing revenue by effectively managing the brand health, franchise lifecycle, and support initiatives.

### 2019 Shorty Awards Finalist

- **Aligned marketing priorities with cross-functional teams** comprising Paramount Brand Marketing, Digital Marketing, Multicultural Marketing, Press, and Home Entertainment, and supported new releases,
- **Developed sales presentations and materials targeting and securing key licensing and retail partners**, including pitching retail marketing support. Delivered \$87M in sales and 1B+ impressions with 29M SKUs in 15K+ retail stores, including Home Depot, Bed Bath & Beyond, and Safeway.
- **Increased sales up to 125% and traffic 96%** through the execution of key campaigns.
- **Introduced new system for licensing deal submission**, significantly reducing approval process bottleneck.
- **Led and motivated diverse teams**, as well as volunteered in company's internal mentorship program.

**DEON**

**2017 – 2018**

**Senior Manager,**

- **Successfully ran cross-platform 360 marketing campaigns** with paid media support, including TV, digital, out-of-home (OOH), print, and radio, along with events, promotions, social media, PR, and partnerships.
- **Streamlined operations and introduced new system for licensing deal submission**, significantly reducing approval process bottleneck.