

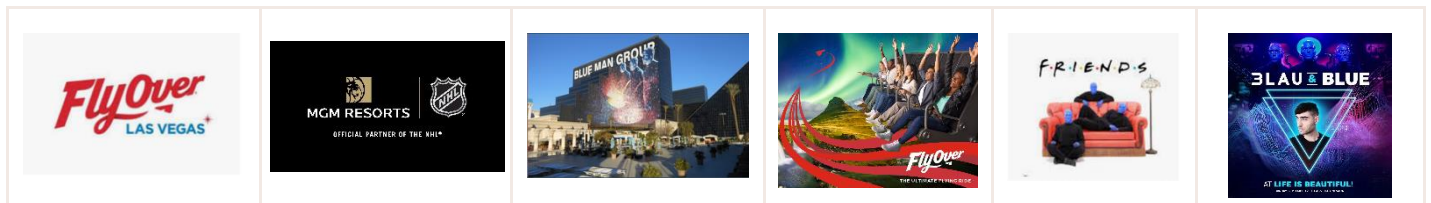
SENIOR MARKETING & BRAND EXPERIENCE MANAGER— THEMED & LIVE ENTERTAINMENT | HOSPITALITY | TECHNOLOGY | VENUE ATTRACTIONS



Entertainment marketing professional with 8+ years experience building and launching large-scale, world-class marketing campaigns in both mature and emerging markets for FlyOver, Blue Man Group, and MGM Resorts. Transform big ideas and trends into informed brand positions, creative strategies, compelling stories, and innovative promotions that move emotions, minds, and business growth. Amplify singular events through multiple channels to drive sales, activations, and earned media value.



Natural leader and passionate business partner leveraging data and career knowledge of Las Vegas audience, fan base, market, and entertainment industry to identify holistic brand opportunities and scale brand business. Unlock potential for integration and synergies across geographies and diverse entertainment portfolios to optimize launches and market reputation.



CAREER HIGHLIGHTS:

- Brand Strategy: FlyOver—1st Las Vegas Launch | Blue Man Group—Mature Brand, Millennial Market | MGM Resorts Entmt. Rebrand
- Amplified Campaigns: FlyOver—1M Tiktok Views | BMG & Friends—86M Views | BMG Appearances—1.5B Impressions
- Cross-Functional Leadership: Senior Executives | Communications | Technology | Marketing Partners | External Agencies
- Community Relations Advocate: Grant a Gift Autism Foundation | HELP of Southern Nevada | Artist Appearances

Focus Areas: Integrated Marketing ■ Promotional Campaigns ■ Brand Strategy & Alignment ■ Media & PR—Print, Out-of-Home, TV, Radio, Paid, Organic, Digital, Social, SEO, PPC, Events, Pop-Ups ■ Event Activation ■ Community Outreach ■ Team Partnerships

HIGH-IMPACT BRAND & MARKETING LEADERSHIP

FLYOVER LAS VEGAS—PURSUIT COLLECTION & VIAD | MARKETING & BRAND EXPERIENCE MANAGER | Las Vegas, NV 2021–Present

Inaugural \$50M Las Vegas Launch | Immersive, State-of-the-Art Technology Venue | Las Vegas Consumer Market Expertise

Devise and execute marketing, communications, and go-to-market strategies for launch of FlyOver on the Strip—Pursuit’s 1st entry into metropolitan U.S. market for organization’s attraction portfolio and 1st year-round (non-seasonal) attraction on the Strip.

- **Brand Value | Synergy:** Leverage Las Vegas marketing and live entertainment background to create powerful Vegas presence for Pursuit. Guide executives on brand alignment and how to market/create buzz across its geographies for successful launch.
- **Marketing Strategy:** Spearhead revenue initiatives and generate ticket sales through online and offline conversion tactics and in-market promotions. Define PR/communications plan to garner regional and national media coverage and liaise with Pursuit executives, FlyOver management, digital, social, and agency teams on next-generation immersive experiences.
- **Digital Platforms:** Secure social media and influencer collaborations that have generated more than 1M views on TikTok.

BLUE MAN GROUP (ACQUISITION OF BMG BY CIRQUE DU SOLEIL) | HEAD OF MARKETING & PR | Las Vegas, NV 2017–2020

Brand Alignment—BMG & Cirque du Soleil | Innovative Marketing--\$6.5M in Revenue | Team of 4 | Community Outreach

Personally approached to partner with Blue Man Productions and Cirque du Soleil leadership post-acquisition on brand and marketing integration opportunities. Revitalized mature BMG brand through experiential marketing, digital, and social campaigns.

- **Brand Integration:** Served as marketing SME for Blue Man Group. Explored brand guidelines, narrative, and tone that leveraged power of Blue Man Group's presence across 20 countries and Cirque du Soleil's portfolio of 7 resident Vegas productions to develop new entertainment, reach new audiences, and expand footprints.
- **Blue Man Group Marketing Portfolio:** Generated **\$6.5M** in annual revenue through consumer direct sales, digital media conversions, and promotions. Created Las Vegas promotions with lens towards impact and usage for entire global brand.
- **Team Leadership:** Oversaw **4** direct reports including marketing, advertising, backstage tours, VIP, and brand ambassadors.
- **Campaign Development:** Launched promotions that sparked excitement and passion despite **\$1M** reduced budget. Aligned social activations and PR with Cirque du Soleil counterpart to amplify both brands and garner earned media value/engagement.
 - **Friends 25th Anniversary:** Drove **\$4M** in earned media value with reach of **86M**. Conceptualized and led multi-prong promotion including transformation of Central Perk's iconic orange sofa into newly painted creation by BMG, placement of the sofa at pop-up locations, and photo opportunities with Friend's actors and media on the sofa leading up to anniversary.
 - **Christmas in July:** Secured WNBA Las Vegas Aces halftime performance where Blue Men interacted with fans wearing ugly holiday sweaters. Amplified BMG's presence by integrating BMG's virtual reality experience at branded booths.
 - **3LAU & BLUE:** Reached **4M** views with performances/collaborations with DJ 3LAU at Life is Beautiful festival in Las Vegas.
 - **National Appearances:** Garnered **1.5B** impressions with national appearances on "Live with Kelly & Ryan" (2019), Life is Beautiful Festival (2017-2019), "Dancing with the Stars" (2018), and NBC Sports (2018).
- **Community Outreach:** Donated **\$35K** in show proceeds to Grant a Gift Autism Foundation through beneficial partnerships. Honored both organizations' mission to celebrate human connections that can occur in non-verbal, non-linear means.
- **Leadership in Crisis:** Navigated company through COVID-19 crisis by leading marketing, PR, and press releases regarding show closings and refunds. Coordinated efforts with Cirque du Soleil counterpart as point-of-contacts for entire brand portfolio.

MGM RESORTS INTERNATIONAL | ADVERTISING MANAGER & CORPORATE ENTERTAINMENT | Las Vegas, NV

2017

Revolutionary MGM Entertainment Brand Launch | Marketing Portfolio—Tours, Sports, Residencies, Outdoors | Team of 5

Recruited to create and scale new marketing infrastructure to support MGM's transition from hospitality and gaming to a global entertainment brand. Led creative and advertising for live entertainment across **4** pillars including touring, residency, sports, and outdoor festivals at key MGM properties including T-Mobile Arena, Park Theater, MGM Grand Garden Arena, and 9 MGM Resorts.

- **MGM Brand Strategy:** Developed structured processes and advertising best practices—including print, social media, property signage, and national TV—to promote, book, and elevate MGM entertainment experiences across Las Vegas market. Partnered with executives, directors, and managers on creative development, artist requirements, and promotional concepts.
- **Leadership | Cross-Functional Collaboration:** Hired and managed team of **5** direct reports including designers, production assistants, and animators. Cultivated high-performing, collaborative culture and supervised project load and workflows.
- **PR Campaigns | Content Creation:** Drove strategic marketing, social media, digital promotions, and PR for name-brand events, themed fights, music festivals, and famous performers including Bruno Mars, Cher, and Ricky Martin. *Spotlight:*
 - **MGM Resorts Welcomes Hockey:** Showcased MGM's entry into sports and celebrated Las Vegas' success in securing Golden Knights expansion team with time-lapse video of inaugural hockey rink being assembled inside T-Mobile Arena. Amplified awareness by sharing across T-Mobile Arena, Vegas Golden Knights, and MGM Resorts social channels.

BLUE MAN GROUP | MARKETING COORDINATOR | Las Vegas, NV

2014–2017

Rebranding & Marketing Campaigns | Show Relocation to Luxor Hotel | 25th Anniversary—10,000 Shows on Las Vegas Strip

Executed new "Dare to Live in Full Color" brand campaign to be leveraged across Blue Man portfolio including Las Vegas, Chicago, Boston, New York, and Orlando. Partnered with MGM stakeholders, ad agencies, and brand consultants on brand standards, press events, and local/national PR opportunities. Marketed show launch at Luxor Hotel with rebranded 6-month multichannel campaign.

- **Brand Strategy:** Transitioned photo shoots, video production, and commercials from staged shots to live performances to better align with organization's mission of authenticity, energy, and fun. Championed all design requests and promotional assets for marketing/sales departments. Orchestrated out-of-home and in-market media buys across Las Vegas and regional markets.
- **Brand Awareness:** Increased brand interest **59%** with marketing consisting of **30,000 sq. ft.** building wrap, light embellished double-decker bus, static billboards, and mobile caravan with fog machines, LED screens, and videos. Kicked off 25th Anniversary campaign with receipt of Key to the Las Vegas Strip by Nevada State Commissioner.

EDUCATION

Bachelor of Arts | Journalism & Media Studies, Integrated Marketing, Entertainment Mgt. | University of Nevada, Las Vegas