

## Strategist. Cross-Functional Leader. Brand Architect



United States

Digital Products

Marketing Strategy

Content Acquisition

Partnerships

### CONTACT

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### ABOUT ME

- Results-oriented & data-driven leader offering 15 years of marketing experience across multiple platforms (digital products, subscription video on demand, mobile, linear) while producing "consumer first" strategies for Emmy Award-winning content
- Proven success driving growth at the intersection of entertainment, tech, & culture while partnering with international teams in Canada, Europe, & Australia
- Track record of dissecting data to properly allocate multimillion dollar media budgets
- History of leading high-performing teams and agency/talent relationships while navigating matrixed organizations

## Principal Consultant

### Smithfield Lane Consulting - Since 2019

- Oversees strategy of digital campaigns ensuring inclusivity resulting in 25% increase in reach while implementing best practices
- Works cross-functionally & leads brand positioning/co-branded messaging across all touchpoints
- Approves quantitative & qualitative data for contractual agreements to protect interests of the brand & client
- Develops digital strategies and advises production team of sponsorship packages resulting in a 10% increase of initial participation
- Implements cost saving options resulting in 15% savings and additional opportunities for production growth

## Head of Marketing & Partnerships

### Magic Johnson Enterprises/ASPIRE - 2016 to 2018

- Produced multi-channel campaigns for original & acquired content with distribution across 50 million homes
- Analyzed data to identify untapped communities & accelerate performance (YOY 60% growth in video views, 75% growth on Instagram, 19% growth on YouTube, 15% increase in email subs)
- Launched product marketing initiatives, oversaw national media buys (OOH, Digital, Audio, Linear), & reduced departmental costs by 10% managing budget reconciliation
- Built a high-performing Marketing department, spearheaded multiple campaigns with AORs, & worked cross-functionally with PR, Research, Tech, Finance, Legal
- Launched product marketing initiatives, oversaw national media buys (OOH, Digital, Audio, Linear), & reduced departmental costs by 10% managing budget reconciliation
- Negotiated multi-year partnerships with 30% growth in sales & 70mm+ impressions garnered via paid & earned media (podcasts, social, augmented reality)
- Spearheaded the company rebrand & executed testing resulting in increased viewership, secured partnerships with production/sales teams, & modernized marketing assets across touchpoints

## Sr. Director of Digital Marketing

### Steve Smith Charitable Fund - 2014 to 2016

- Served as day-to-day lead for campaign execution across digital platforms for former NBA star turned sports analyst and philanthropist Steve Smith
- Increased engagement across social media platforms 40% YOY and developed seasonal campaign storylines for partnerships and product launches (March Madness, NBA2k, Amazon, NBA Summer League)
- Managed promotions attracting over 5k participants during charitable events with a 10% increase in repeat donors
- Analyzed performance metrics to make recommendations for partner negotiations

## Sr. Marketing Manager

### WarnerMedia/NBA on TNT - 2011 to 2014

- Developed strategies aligned with the brand ecosystem (NBA League Pass, NBA.com, the NBA app, NBA on TNT, NBA TV) while increasing NBA League Pass subscriptions, web traffic 45%, app downloads 30%, & consumer products
- Spearheaded digital campaigns resulting in \$3.5MM revenue, led lifecycle programs (activation, engagement, retention, reactivation), & accelerated product marketing pipeline with disruptive digital products
- Managed team members within the Marketing & Social Media department
- Created the first ever NBA Awards show & served as executive producer for three consecutive years collaborating with stakeholders (e.g. producers, talent, directors, post production)

- Increased mobile traffic 90% during NBA Playoffs & worked cross-functionally with product managers & sponsors to produce co-branded content (i.e. "NBA All-Star" sponsored by Kia, "NBA Style" sponsored by Samsung, "Off the Court" sponsored by AMEX, "Reigning Moments" sponsored by Crown Royal)

## Sr. Ad Sales Manager

### Fox Entertainment - 2006 to 2010

- Provided project management to support four regional networks serving: FOX Sports South, SportsSouth, FOX Sports Carolinas, & FOX Sports Tennessee
- Supported the VP of Ad Sales & Ad Sales Team by providing competitive intelligence, attending pitch meetings, & remained abreast of marketing trends
- Collaborated with producers, agencies, & clients to take advantage of potential synergy opportunities for Facebook & Twitter
- Executed development of multiphase strategy process in support of show launches

## SKILLS

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### Others

- Marketing
- Digital Media
- Mobile
- Entertainment
- Social Media
- Social Media Marketing
- Multimedia
- Media Planning
- Broadcast
- Television
- Advertising
- Video Production

## EDUCATION

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### Bachelor of Arts

UNIVERSITY OF ALABAMA AT BIRMINGHAM

## INTERESTS

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### Primary Areas of Expertise

- Digital and Product Marketing
- Project Management
- Event Sponsorship
- Brand Management
- Original Programming

### You'll Find Me:

Reading, Watching Films and Sports, Traveling