

# This is a Marketing Job for...



*Super marketing that grows businesses by leaps & bounds!*

**Marketing Brands Consulting**  
**Client Projects**



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# Marketing Brands Consulting





# Bot-It



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Consulted for start-up software company, Bot-It Inc. Started first paid marketing campaign (Facebook & Instagram advertising) to increase their website traffic and subscriptions. Combined click-through rate was 67% higher than the average CTR in Facebook ads of 0.90% across all industries. Also developed Facebook Groups acquisition strategy and hashtag strategy.



# GennComm



Consulted for –and subcontracted by -- toy PR agency, GennComm, to develop strategic marketing plan for client, Happy Line Toys, for Spring 2023 U.S. launch of Dream Beams glow-in-the-dark plush.



# No Compromise Gaming NO COMPROMISE GAMING

## DON'T COMPROMISE ON YOUR GAMING PC



Consulting role as Director/VP of Marketing. Developed comprehensive marketing assessment and strategic marketing plan. Drove +38% increase in sales conversions in latest 9 month period (April - Dec '22) with marketing assessment recommendations and new marketing channels. Led client in working with creative agency to develop new marketing campaign and video spots.



# GreenScreens.com



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SCREENS

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SCREENS WITH CHROMABOOST™

ULTRA-PORTABLE

LIGHTEST IN CLASS

FREE BACKGROUND GALLERY

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Consulting role as Director/VP of Marketing. Developed and executed digital marketing plan. Doubled online store sessions and delivered a Return on Ad Sales (ROAS) between 5 to 10. Drove ROAS on Google Ads to 10 and on AdRoll retargeting ads to 5. Grew Facebook into #2 marketing channel with Facebook ads with CTR that exceeded industry average by 5x. Drove CTR on LinkedIn ads that exceeded industry average by 2x.



# Magic Jump, Inc.



**LICENSEGLOBAL**  
THE LICENSING INDUSTRY'S THOUGHT LEADER



## Magic Jump Pumps Up Deals with Warner Bros., Disney

Magic Jump has secured deals with both The Walt Disney Company and Warner Bros. Consumer Products to manufacture and sell licensed inflatables based on each company's IP.

License Global | Nov 06, 2018

The deal will see Magic Jump create inflatable products for Disney's Star Wars, Marvel's Avengers, Mickey Mouse & Friends, Disney Princess, and more, as well as DC's Justice League superheroes.

"Magic Jump is filling the void left by our industry's former manufacturer of licensed inflatables. However, we're combining Magic Jump's high-quality, U.S. made inflatable attractions with a focused mix of the top entertainment properties in pop culture to create a total home run for our customers and the industry," says Michael Berreth, Vice President of Marketing and Business Development.

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Star Wars MILLENNIUM FALCON Hyperspace Jump Experience

## Magic Jump, Disney Leap Further into Partnership

"Star Wars," Marvel and more make their way to Magic Jump-themed inflatables.

License Global | Dec 09, 2018

Magic Jump, a manufacturer of commercial inflatable attractions, is launching a new wave of products based on Disney properties. The deal between Magic Jump and Disney was signed in November of last year.

New inflatables include themes such as "Star Wars," "Spiderman," "The Avengers" and Mickey and Friends. Fans can expect inflatables of the Millennium Falcon and multiple obstacle courses.

"Magic Jump is developing more sophisticated designs in support of a diverse portfolio inspired by iconic franchises," says Michael Berreth, vice president marketing and licensing, Magic Jump. "We're very pleased with our current product lineup and expect to continue making considerable progress in the years to come."

Consulting role as VP, Marketing for 3 years. Drove \$2 million in sales revenue in 12 months -- and "on track" to double the company's size within the near term -- by starting up a licensed product business and securing inbound licensing deals with top entertainment studios. Drove highest sales growth rate (+10%) in 5 years by spearheading lead generation marketing. Led development of new branding (logo, videos, website redesign).



# Darby Pop Publishing

**DARBY POP**  
PUBLISHING



Consulting role as VP, Marketing. Launched new book titles (including 1<sup>st</sup> official Bruce Lee comic books and graphic novel) with online press, YouTube influencer outreach, paid digital ads, and retailer eblasts. Sold out inventory of graphic novels on Amazon and of comic books at Diamond Comic Distributors. Reached 9MM “targeted” unique visitors per title with online press.





# Super League Gaming



Consulting role as Director of Marketing. Launched licensed gaming events on Minecraft (#2 best-selling video game of all time) with hyper-local, geotargeted “digital” marketing. Successfully launched licensed Minecraft gaming events with paid digital marketing with click-through rates that exceeded industry averages by 9x. Exceeded management expectations with ticket sales.



# Sky Zone Franchise Group



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INDOOR TRAMPOLINE PARK

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**National Media Campaign**

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INDOOR TRAMPOLINE PARK

**UNDERCOVER BOSS**

Friday, March 14 at 8/7c

**ONLY CBS**

Consulting role as Digital Marketing Director for national franchise group. Generated incremental \$2 million in revenue by leading company's first national media campaign (TV & digital) with 10% increase in comp store sales vs. PY. Helped generate highest-grossing month ever with digital marketing campaigns around Undercover Boss episode. Grew social media footprint by 46% from 800k to 1.2 million followers.



# Sunkist Snacks



Consulting role as Interim VP of Marketing and handled marketing project work for Sunkist Snacks including Walmart launch update presentation with account-specific shopper marketing plans, corporate presentation for investors, “marketing and sales” due diligence for World Peas (now PeaTos) acquisition, and “snack category” competitive assessment.



# SMC Entertainment Group



Redesigned Website



Online Shop

## THE TOTAL LICENSING REPORT

The weekly newsletter connecting the industry around the world

June 6, 2013



### The Jungle Book Gets a Refreshed Digital, Social Campaign

SMC Entertainment Group Inc. has given the animated TV series *The Jungle Book* a complete digital makeover. The new strategy will focus on a comprehensive digital marketing and social media plan, redesigned website, official online shop, and the first mobile gaming app for the property.

The restaged website, [thejunglebookus.com](http://thejunglebookus.com), was designed to enhance the overall user experience with increased functionality. Integrated into the new website is the official online shop, where consumers can purchase a host of Jungle Book merchandise ranging from toys to home entertainment to mobile apps and party goods. The restaged website went live June 1.

The brand's first mobile gaming app, *The Jungle Book–The Great Escape*, will launch as part of a new BK Crown Kids Meal promotion in the U.S. Consumers can also download the new app on Google Play and later in the year on the iTunes App Store. The Jungle Book brand will also be supported with a comprehensive digital marketing and social media plan that includes Facebook and Twitter advertising and promotions, search engine marketing, email and mobile text campaigns, and an extensive mom blog campaign.

Served as in-house Marketing Department. Significantly increased website traffic on [www.thejunglebookus.com](http://www.thejunglebookus.com) with re-designed website. Drove significant holiday sales on Jungle Book toys by setting up Amazon store into the brand's top-selling retail channel. Supported with comprehensive digital marketing plans.



# ZAG Animation

# ZAG.



MARKETING PLAN,  
POSITIONING & COMMUNICATIONS

Served as freelance consultant for ZAG Animation for marketing project work, including development of strategic brand/marketing plan for all-new *Miraculous Ladybug* TV series on Nick.



# Contact Information



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