

KAREN SAMPLE

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CHIEF OF MARKETING STRATEGY & BRANDING

Executive Highlights:

- Developed brand marketing strategy for several television networks to enable targeted audience growth, marketing sponsorship, and revenue increases.
- Built solid relationships with top industry media, athletic, and consumer product leaders to drive advertising profit and consumer attraction.
- Introduced social media, mobile device innovation, and consumer engagement to drive brand loyalty.

Core Competencies:

- Marketing Strategies
- Digital Content & Strategy Design
- Promotional Planning
- Advertisements & Media Buying
- Integrated & Social Media Marketing
- Strategic Sponsor & Partnerships

PROFESSIONAL EXPERIENCE

SAMPLE NETWORKS City, ST

2016–Present

Senior Vice President of Brand Strategy & Digital Content

Develop and guide high-performance brand marketing teams; oversee multi-platform marketing, digital strategy development, and plan execution for exponential growth across 80M+ U.S. consumers. Implement cohesive marketing campaigns to promote consumer and trade through numerous platforms. Accountable for \$50M+ budget and 40+ staff members.

► Conceptualized and erected marketing vision and execution strategies. Developed recognizable network branding and attracted 1M+ viewers within 2 years.

- Developed 5-year upfront advertising strategy and communications plan; achieved 60% yearly increase in advertisement dollars and gained 200+ advertisers.
- Increase consumer engagement through on and off-air digital campaigns, audience development strategies, and consumer-targeted campaigns.
 - Established social playback live social media broadcast commentary.
 - Produced 30+ series launch integrated marketing campaigns to generate record-breaking media exposure.
- Drove viewer ratings, revenues, and brand awareness through innovative marketing campaigns and customized marketing extensions, including sponsorships and promotions. Secured high-profile client partnerships, including Nike, Mercedes Benz, NBA, and NASCAR.
 - Contributed to 50% viewer growth in underperforming television shows; achieved highest ratings in company history.
 - Produced NFL championship playoff game and brand campaign to elevate advertiser awareness.
 - Attained awards for top brand positioning, integrated, and viral marketing campaign promotions.

4 Year Performance Review:

- 45% increase in adult male viewers
- 15% overall adult growth
- 60% advance in non-paid media dollars
- 35% social media fan increase

TELEVISION NETWORK, City, ST

2012–2016

Vice President of Marketing

Navigated organizational structure and strategy build; developed vital priorities to underpin network marketing functionality. Oversaw marketing programs in relation to consumer, partner, and ad trade, including sponsorship development, media relations and purchasing, promotional campaigns, and upfront strategy.

Vice President of Marketing Continued...

► **Increased advertisement revenues 80% within 2.5 years with innovative marketing campaigns established to entice competitor market share conversion; grew newly developed network viewership to 40M+.**

- Guided brand originality, network renovation strategy, and plan execution; established appealing new logo and tagline, and drove media engagement with paid-programming partnership initiation.
- Negotiated and executed lucrative network sponsorship deals and created media buzz with innovative out-of-home advertising campaigns.
- Developed tactical, brand-essential launch campaign, recognized by global media, brand publishing analysis, marketing news, and data organizations as top 5 Marketing/Advertisement Campaign.
 - Earned Entertainment Marketing Association awards for upfront presentation.

TV PRODUCTIONS City, ST

2008–2012

Vice President of Marketing

Start-up organization senior executive challenged with marketing development, distribution, and operational strategy, for television network's live events, digital, and sponsorship platforms.

► **Launched nation-wide University television broadcast station across 200+ campuses and 6M+ geographically dispersed residences.**

- Steered integrated marketing campaign including advertising, content, social media, and internal branding; created and launched high-impact, hands-on college event franchises and sponsor tours.
- Developed and accomplished foundational television network programming distribution strategy.

NETWORK ENTERTAINMENT GROUP City, ST

2004–2008

Director of Consumer Products Marketing

Developed and led marketing strategy endeavors for \$7.5M+ subsidiary business groups to include audio, radio network, and interactive media.

► **Created, introduced, and implemented sales communications and marketing collateral to enhance viewer network perception within retail marketplace.**

- Guided strategy and plan execution, developed new logo, and drove media engagement.
 - Led global joint venture and launched endeavors in off-shore markets.

NETWORK ENTERTAINMENT GROUP City, ST

2002–2004

Marketing Manager

Created research-driven ad sales communication and sponsorship collateral to establish national ad sales partnerships.

► **Developed programs that generated millions in affiliate ad sales revenue and enhanced brand consciousness.**

- Formulated and executed strategies to drive sales growth and improve revenue.
- Directed consumer insights to determine trends and opportunities in key markets, analyzed competitor products and performance to improve market share strategies.
- Recruited, trained, and mentored team members to manage sales; drove revenue up 75% within first 2 years.
 - Produced \$17M+ in increasing ad sales and revenue.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Arts in Communications, University of Pennsylvania, Philadelphia, PA

Bachelor of Arts in Political Science, Rutgers University, New Brunswick, NJ

Leadership Development Program, Center for Creative Leadership