



Brand



Product



AI



Growth



Storytelling



Marketing executive at the intersection of brand, product, AI, growth, and storytelling with 20+ years of experience across B2C, B2B SaaS, & Fintech:

- Building, scaling, and leading successful end-to-end global brand, growth, product, social, PR/comms, media, creative, and events marketing organizations
- Executing high-impact brand-to-demand campaigns that engage new audiences, shift perception, and drive growth, MQLs, pipeline, revenue, advocacy, and LTV
- Architect of agentic AI system workflows to improve speed-to-market, creative production, and reduce OpEx to deliver high-quality custom content at scale
- Mentored by top storytellers at Pixar, Disney, & Lucasfilm shaping my belief that exceptional storytelling and creative excellence drive brand and business growth

Experience Summary

2026 - Present **Atmosfy** Advisory Board, Brand & Growth Partnerships

2025 - 2026 **TOPSTEP** VP - Head of Brand & Marketing

2023 - 2025 **zoom** Director - Brand Strategy, Activation, & Social

2013 - 2023 **Google + YouTube**

2019 - 2023 Global Product Marketing Lead | *Google Play Games*

2019 Social & Creator Marketing Lead | *YouTube*

2013 - 2019 Brand Influencer Marketing Lead | *Brand Studio*

2006 - 2013 **EY** Sr. Marketing Manager | *Strategic Growth & Events*

Google | 20% Project Roles

Chromebooks | Gaming (2020-2022)
Brand Influencer & Content Strategy

Android | Brand (2020-2022)
Brand Influencer & Content Strategy

Cameos on Google (2017-2019)
Brand & Influencer Partnerships Lead

Google Play Movies & TV (2016-2017)
Entertainment Partnerships Lead
+ Content Series Creator, Host, Producer

Talks at Google (2013-2019)
Entertainment Partnerships Lead
+ Content Series Creator, Host, Producer

Atmosfy | **Advisory Board, Brand & Growth Partnerships** ----- San Francisco, CA ----- **2026 - Present**

Advise the founder/CEO and executive team on brand, growth, and strategic partnerships, connecting major brands, hospitality groups, sports leagues, and entertainment companies to Atmosfy, an AI-enabled real-time creator video data platform driving 500M+ discovered experiences across 20K+ cities.

TOPSTEP | **VP - Head of Brand & Marketing** ----- Chicago, IL ----- **2025 - 2026**

Senior marketing executive at rapid-growth, highly regulated fintech company operating at a CMO-level. Built and led a 50+ person end-to-end marketing and media production organization with agentic AI workflows across Brand, PR, Growth, Product, Lifecycle, Partnerships, Creative, & Social, that helped scale the business to +67% MAUs (230K+), +7% retention, & grew ARR +114% establishing Topstep as a \$1B+ revenue company & category leader.

Key Projects



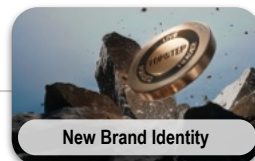
Olympics + Super Bowl Ads



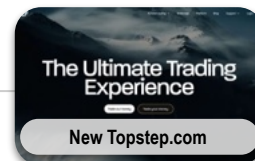
Alex Ferreira Partnership



TOPSTEP Brokerage



New Brand Identity



The Ultimate Trading Experience
New Topstep.com

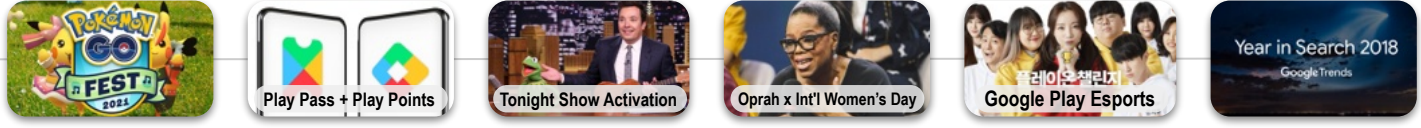
- **New Brand Identity:** Built and led a full-scale rebrand and marketing team transformation in just 12 weeks, delivering a new website, brand identity guidelines, national advertising campaign, integrated marketing, and Gold Medalist Alex Ferreira partnership timed to launch during 2026 Winter Olympics and Super Bowl
- **2026 Olympics + Super Bowl:** Developed company's first-ever integrated national brand campaign driving +5000% breakout search lift, 81K+ attributable site visits, 4% CVR, +24% favorability, +33% affinity, +21% consideration, while scaling social audience: 11x organic traffic, 3x followers, +60% content engagement
- **Topstep Brokerage:** Developed & launched industry's first prop-to-brokerage funding model product offering, leading NFA regulatory reviews, Plus500 + CME partnerships, visual identity, brand narrative, positioning, GTM content strategy, lifecycle marketing, and digital ecosystem driving 40K+ sign-ups within 1 week
- **New Topstep.com:** Led the ground-up development of a new company website, evolving from a single prop-firm site into a scalable Topstep LLC multi-vertical destination hub, optimized for SEO and conversion driving a 29% increase in conversion rate within the first month
- **Unified Financial Ecosystem:** Owned market research, product positioning, branding, GTM strategy for new banking products (checking, debit/credit cards) while launching an integrated payment infrastructure (Aeropay, Wise, ACH) that enabled seamless movement of payouts from prop firm to brokerage accounts
- **Mobile App:** Owned positioning, GTM strategy, creative direction for the company's first-ever mobile app, leading cross-functional efforts across Product, Eng, Design, Legal, Compliance to secure app store approvals & establish a mobile lifecycle marketing channel to accelerate acquisition, engagement, retention, LTV
- Established Topstep's first-ever lifecycle marketing team and HubSpot CRM infrastructure, enabling automated lifecycle programs that drove 49% MoM growth in attributable new users, 88% increase in purchase-driven link clicks, 56% increase in email open rate, and 37% reduction in churn in first 90 days
- Developed company's first-ever cohesive, modern marketing measurement system: attribution dashboards, brand lift studies, and bi-annual brand health tracking to connect marketing investment directly to growth, ROI, company KPIs, and strategic decision making
- Built and scaled full-funnel paid growth engine, doubling weekly conversions at \$22 CAC with 95% retention, generating millions in net-new revenue at 20x ROI, while capturing brand-driven demand and scaling into unbranded and AI-driven channels delivering +200-270% ROAS unlocking incremental market share

Led a global Brand team across activations, social, media buying, ad creative, and partnerships. Rebuilt team and GTM strategies to create an always-on marketing and media engine linking brand to revenue, pipeline, and adoption while supporting product-led growth across lifecycle, digital, web, product, & events.

- **Zoom AI Companion Product Launch:** Owned and led development of AI product branding, positioning, iconography, GTM strategy, UX visual identity, naming research, and global campaign launch leading to direct company KPI impact attribution (2x product awareness lift YoY 19% → 41%)
- **Zoom AI Companion vs. Big Tech AI:** Led creative vision, strategy, and execution of AI competitive campaign resulting in Zoom's most successful ad ever: Webby Award Honoree, +11.5pt awareness, +2.7pt favorability, +14.6pt consideration, +11% leads, 98% ad completion rate
- **Brand Partnerships:** Maximized high-impact brand partnership activations with MLB, F1, Red Bull Racing, Good American, Condé Nast, Architectural Digest, Apple, and entertainment studios that drove \$4.9M ARR and \$1.6M in pipeline by including custom designed co-marketing ads, in-stadium placements, influencer/hospitality activations, TV broadcasts, product integrations, press moments, social campaigns, and cross-marketing content
- **Brand Health Study:** Established Zoom's first-ever global brand health study, surfacing benchmark data (competitive position, cost/value perceptions, brand/AI trust, platform/product awareness & consideration), and strategy recommendations to CEO, C-Suite, and cross-functional leaders
- **Zoom Workplace:** Worked directly with CEO and C-Suite on company-wide effort to rename and rebrand the platform for the agentic AI era including global GTM product launch, brand strategy, naming research, UX branding, and ad creative development leading to 2x platform awareness lift YoY (22% → 44%)
- Built brand-to-demand gen campaigns that drove consistent ROI and QoQ lifts 3-4x above industry benchmarks in AI, platform, and key product awareness, familiarity, favorability, consideration, purchase intent + shifts in perception that Zoom is a full AI-first platform beyond meetings
- Rebuilt and scaled Zoom's social team and content strategy from the ground up, establishing a unified brand voice and high-performing content engine that drove YoY growth: +334% video views, +51% engagement, +94% newsletter views, and +51% subscriber growth
- Implemented consistent ad media measurement with attribution, aided and unaided brand lift studies, tiered ABM company targeting, and retargeting to engage and nurture key decision makers and existing install base with solution based ads to that increased CTR, leads pipeline, upsell, and conversions


2013 - 2023

Key Projects



Google Play | **Global Product Marketing Lead, Google Play Games** -----  Mountain View, CA --- 2021 - 2023
Global Head of Esports Marketing ----- --- 2019 - 2021

Led global marketing across brand, product, social, and B2B developer partnerships to launch new PC-mobile games product, esports brand, creator activations, live events, rewards, loyalty, and subscription programs activating a growth flywheel of advocacy, revenue, and users.

- **Pokémon GO Fest:** Developed new YouTube Creator program for activations, campaigns, events, & partnerships to drive Android platform advocacy, retention, & revenue leading to YoY lifts: \$18M revenue (+53%), 32M installs (+15%), 412K first-time buyers (+101%)
- **Google Play Pass:** Led 1P subscription program for apps and video games global GTM launch and expansion into 90 countries, product integrations, and Verizon partnership of resulting in significant YoY lifts: +120% user growth, \$5M incremental revenue, and +12% in user spend beyond subscription fee
- **Google Play Points** Developed roadmap, product integrations, positioning, and GTM launch strategy to scale rewards program into 35+ global markets leading to 220M+ subscribers to become one of the world's largest loyalty programs, driving increased user retention and up to 30% increased dev revenue
- **Google Play Games [Beta]:** Led global GTM strategy for product beta launch, driving campaigns, positioning, and co-marketing that scaled adoption in 140+ countries with 4M+ users and \$102M+ in incremental recurring revenue in first few months
- **Google Play Esports Brand:** Built and launched Google's first-ever esports brand and global event series featuring creator-led 1P tournaments with VOD content series resulting in 15M+ unique views (43% VTR), +13pt brand lift, 1M+ new user installs across 3 mobile titles, +29% incremental lift in user spend



YouTube | **Social & Creator Marketing Lead** -----  San Bruno, CA ----- 2019

Short-term role developing new social strategy, crisis response, & tools to support Creators, community managers, analytics teams.



Brand Studio | **Brand Influencer Marketing Lead** -----  San Francisco, CA --- 2017 - 2019
Brand Marketing Manager, Influencers ----- --- 2013 - 2017



Established, scaled, and led influencer marketing within Google's Brand Studio, building the company's first centralized framework for celebrity, creator, and entertainment partnerships, campaigns, and growth KPIs to drive high-impact collaborations during major cultural brand moments.





Sr. Strategic Growth Marketing & Events Manager -----  San Francisco, CA ----- 2011 - 2013
Marketing Manager, Business Development -----  Chicago, IL ----- 2006 - 2010



Education & Proficiencies

 **The Wharton School, UPenn.**
 MBA Executive Education
 Google Marketing Academy
 **Illinois State University**
 B.S. in Marketing

 **Animation Collaborative**
 Animation & Storytelling
 Workshops w/ Pixar & Disney
 **Animation Mentor**
 Character CG/3D Animation

Cross-platform proficient with design, editing, animation, and marketing tools while embracing new agentic AI workflows to create systems that increase quality and productivity to deliver custom content at scale:
 - Adobe Creative Suite, Figma, Final Cut, Maya, Sprout, Sprinklr, Jira, HubSpot
 - Claude, ChatGPT, Gemini, Sigma, Midjourney, Krea, Seedance, Higgsfield