

MANDI GOULD

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Profile Summary

Visionary and high-performing marketing leader with extensive experience directing omni-channel marketing, campaign, and event strategies to improve visibility of a diverse array of brands. Recognized as a hands-on leader with a creative acumen, adept at promoting business growth through an empowering approach to campaign development and strategic marketing toward consistently high-impact business results. Equipped with the expertise to manage roadmaps aligned with creative vision across multiple marketing channels.

CORE SKILLS & COMPETENCIES

- Omni-Channel Strategy
- Marketing Management
- Strategic Leadership
- Cross-Functional Collaboration
- Relationship Management
- Brand Management & Development
- Content Development
- Entrepreneurship
- Creative Alignment

AREAS OF EXPERTISE

- **Marketing Management:** Excel in building and driving high-impact and brand-aligned digital marketing campaigns from inception through to delivery. Streamline and optimize marketing strategy for best results in profitability, efficiency, and cost-effectiveness.
- **Diverse Portfolio:** Retain a broad and versatile perspective in marketing after 20+ years of experience executing marketing strategies for a multitude of brands from different fields including the arts, corporate institutions, and non-profits such as e-commerce, software as a service, and event promotions, among others.
- **Omni Channel Strategy:** Collaborate and strategize with other marketing channels as a subject matter expert and manager for digital marketing, ensuring collective momentum and creative alignment. Serve as leader among other channels in marketing delivery, by virtue of extensive experience and broad perspective.
- **Entrepreneurship:** Demonstrate strength as a self-starter partnered with strong business acumen to establish and run own full-cycle agency offering marketing services for diverse array of clients, coupled with freelancing commitments and independent marketing projects.
- **Project Management:** Manage and mobilize client-side and agency-side stakeholders to drive mission-critical progress behind marketing, experiential event planning, and other key project priorities
- **Leadership:** Uphold oversight of direct reports and subcontractors, directing multidisciplinary teams to accomplish critical aspects of marketing management. Oversee as many as 8 subcontractors at once, as well as other direct subordinates including coordinators, designers, copywriters, and other creative stakeholders.
- **Relationship Management:** Guide clients through a consultative journey to ensure their brand and marketing goals are brought to life through powerful campaigns and vision-aligned initiatives.
- **Analytical Decision Making:** Consistently leverage analytics and in-depth marketing research knowledge to maximize the impact of social media and other digital marketing channels. Utilize measurable metrics to execute and course-correct performance of carried out marketing campaigns.
- **Cultural Impact:** Committed to succeed in marketing without compromise to the business pace and alignment. Champion the creation of a powerful culture, emphasizing momentum, excellence, quality, and the needs of the brand.
- **Global Perspective:** Leverage experience working across multiple cultures and geographies, as well as coordinating multi-language campaigns for global brands.
- **Content Development & Management:** Demonstrate a high level of creativity to develop compelling collateral including logos, visuals, messaging, content marketing, and other assets within brand guidelines.
- **Brand Management:** Support emerging brands, guiding senior executives in planning and driving the buildout of their practice to further leverage brand visibility and marketing success.
- **Continuous Learning:** Invest time and resources into staying current as a marketer, in tune with cutting-edge tools and methodologies while adapting to the unique qualities of different brands.
- **Sensitivity to Deadlines & Time Management:** Exhibit adept ability as organized administrator, capable of employing effective task prioritization to manage daily workload volume with time-sensitive turnaround, successfully completing all deliverables before the target deadlines.

PROFESSIONAL EXPERIENCE**Marketing Director & Social Media Strategist** | *Merged Media***Jul. 2022 – present**

- ✓ Pioneered creative content strategies that significantly grew and enhanced online engagement and sales for a diverse set of clients. Implemented an innovative content strategy to produce original, visually appealing content and compelling copy, setting a new company standard in content creation, and distinguishing work from conventional approaches.
- ✓ Excelled in developing a strong brand identity and fostering loyal audiences for clients. This brand building and audience engagement resulted in marked increases in follower engagement and brand loyalty, establishing robust online communities.
- ✓ Demonstrated exceptional skill in leveraging advanced analytics tools for strategic campaign management. This data-driven, advanced analytics approach not only optimized campaign performance across platforms like Google Ads, Meta, and YouTube but also provided valuable insights for continuous improvement and innovation in marketing strategies.
- ✓ Played a pivotal role in identifying and capitalizing on revenue opportunities in collaboration with business development teams. This strategic alignment of marketing initiatives with business goals contributed significantly to client satisfaction and organic business growth.
- ✓ Showed a keen ability to stay ahead of digital marketing trends and social media best practices. This adaptability to market trends ensured that marketing campaigns remained culturally relevant and impactful, aligning with the evolving dynamics of the digital marketing landscape.
- ✓ Led a multidisciplinary team of six subordinates with a focus on fostering creativity and strategic thinking. This leadership and team management style was instrumental in driving team engagement and motivation, leading to high-performance outcomes and enhanced team productivity.

Account Manager | *Dog and Pony Studios***Oct. 2021 – June 2022**

- ✓ Managed high-value accounts *AirStart* and *Doctors Hospital* (Cayman). Collaborated on teams for *CIBC*, *Teneo*, and others.
- ✓ Developed and executed targeted marketing strategies, enhancing client engagement and campaign effectiveness.
- ✓ Collaborated with the Chief Operations Officer for docket lifecycle management and company-wide strategic alignment.
- ✓ Coordinated cross-departmental efforts to streamline processes and optimize campaign performance.
- ✓ Conducted regular client consultations, adapting strategies to meet evolving needs and industry standards.
- ✓ Assisted in creating tailored marketing materials, ensuring brand consistency and effective communication.

CEO & Marketing Director | *Barker Social Marketing***2016 – Sep. 2021**

- ✓ Strategically led Barker Social Marketing to become a distinguished firm, recognized for delivering innovative marketing solutions and driving significant business growth for clients across a variety of industries.
- ✓ Directed comprehensive marketing strategies, overseeing all aspects from conceptualization to execution, ensuring campaigns were effective, measurable, and aligned with client objectives.
- ✓ Fostered strong client relationships, particularly with high-profile clients such as *Owl Practice*, *Unique in the Creek*, and *Asgardia*, by delivering tailored marketing solutions that significantly enhanced their market presence and operational success.
- ✓ Leveraged a deep understanding of digital marketing landscapes to implement cutting-edge solutions, consistently staying ahead of industry trends and adapting to new technologies and platforms for optimal client results.
- ✓ Cultivated a culture of excellence within the firm, leading a team of marketing professionals by example and encouraging continuous improvement, innovation, and a results-driven approach.
- ✓ Demonstrated strong business acumen and leadership, effectively managing the firm's operations, business development, and client portfolio to ensure sustained growth and a strong market reputation.

Freelance Marketing**2013 – 2021**

Completed various independent contracts and freelance marketing engagements including:

- ✓ Marketing Director for *Ahoy Vintage Cruises* (Jan 2021 – October 2022)
- ✓ Marketing Director for *Swedes in New York City* including a panel at *Lincoln Center* (May 2019)
- ✓ Promoter for the *Niagara VegFest* (2014 - 2016) and *Niagara Jazz Festival* (2014 - 2015)
- ✓ Marketing Director & Producer for *Frankie 100* and the performance *Swingin' Frankie's Way* at *Harlem's World-Famous Apollo Theater* in New York City (2013 - 2014)

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Member of the Board of Advisors | *Frankie Manning Foundation*

2011 – 2020

Contributed to achieving the vision of this non-profit, 501(c)(3) charity organization based in Houston and New York. Actively engaged in strategic planning, policy development, and governance for the foundation, with a focus on financial oversight and fundraising. Played a key role in program development, community engagement, and event coordination, while fostering effective stakeholder communication and team leadership to support the foundation's mission and objectives.

Marketing Director & CEO | *Bees' Knees Dance*

1999 – 2014

Marketing Director | *Healthnut & Rawstock Niagara*

2011 – 2012

Project Coordinator | *Futurestep (A Korn Ferry Company)*

2005 – 2009

Branch Manager | *Quantum Management Services*

2004 – 2005

Promoter, Administrator, Tour Organizer | *Herräng Dance Camp & Harlem Hot Shots (Sweden)*

2002 – 2004