



Pattra Bumrarb

DYNAMIC MARKETING & PARTNERSHIP EXECUTIVE

An award-winning, globally-minded, customer-centric, results-driven digital executive with 10+ years of strategy, product marketing, and media experience. Recognized as a strategic leader that can problem-solve for all platforms—seasoned with consumer products and technology brands, who has successfully cultivated revenue strategies and operational environments that achieved profitable results.

CONTACT

- 301.332.0343
- pattra.bumrarb@gmail.com
- <https://www.patrabumrarb.com/>
(password: hellopattra!)
- 231 1st Street, Apt 2D, Jersey City, NJ 07302

EDUCATION

Bachelor's Degree

Marketing & Logistics
University of Maryland, College Park
RH Smith School of Business

SKILLS

Professional

Growth, Acquisition & Performance Marketing
Proficiency in digital & social strategy, creative strategy, content and experiential strategy

Digital Advertising Platforms

Fluency with Digital Technology

Strategic Planning & Development

Business Development

Technical Aptitude

Project Management

Competitive Analysis

Qualitative & Quantitative Analytical Skills

Budget & P&L Management

Strong communication & presentation skills

Organization Strategies

Team Building, Management, Development

Diplomatic

WORK EXPERIENCE

Director of Product Marketing

VEVO / NEW YORK, NY / 2021 - Current

Lead the overall strategy and execution of global initiatives that focus on strategic partnerships, product innovation, and events for the world's largest premium music video provider. Manage portfolio worth **\$350M** in revenue.

- Responsible for growing CTV distribution platforms which skyrocketed from 4% to 40% in less than two years. Set and execute Product, Programming, and Original Content strategies that ladder up to the greater brand vision and business goals.
- Key advertisers:** Apple, HP, State Farm, T-Mobile, Verizon

Sr. Director, Digital Strategy & Partnerships

MAJOR LEAGUE SOCCER / NEW YORK, NY / 2019 - 2020

Led the North American soccer media strategy for MLS and U.S. Soccer. Orchestrated and executed comprehensive strategies for the league that maximized reach, brand relevance, and commercial growth. Managed elite brands worth **\$40M** in revenue.

- Championed the league's long-term value and engagement with the largest advertisers through strategic partnerships. Managed the league's Sponsorship platforms that provided partners with unique and differentiated experiences to activate its brands.
- Negotiated media sponsorship, deals, distribution deals, and renewal strategies. Managed 360° full-funnel media campaigns with broadcast and media partners.
- Identified new opportunities for breaking new business through Sports Betting. Developed comprehensive business plans, performance marketing, audience acquisition, distribution plans for new products that delivered audience growth.
- Improved the league's branded content strategy through authentic storytelling with athletes and influencers that resonated with fans—increased content consumption through media partners, social, and new distribution channels.
- Key advertisers:** Adidas, Audi, AT&T, Diageo, Heineken, MGM Resorts, SeatGeek, Visa, Volkswagen, Wells Fargo

Sr. Director, Revenue Strategy & Product Marketing

WARNER MEDIA: CNN / NEW YORK, NY / 2017 - 2019

Instrumental in setting all of CNN's Products go-to-market strategy drive demand for new product features by uncovering data-driven insights, influence product strategy, and craft messaging that fuels adoption. Drove monetization strategy for a **\$200M** business, achieved **15%** YOY revenue growth through strategic focus on OTT, CTV, AR/VR, audio, audience data, and programmatic.

- Responsible for the development and execution of CNN Digital's advertising strategy and product efforts. Owned and identified new and innovative capabilities in partnership with Product and Data Science. Managed the health of each product and drove end-to-end KPIs. Adeptly researched and monitored competitive products, partnered with global teams to share best practices and strategies.
- Accelerated business growth for CNN's branded content studio, *Courageous*. Improved content monetization through enhanced distribution strategy and influencer marketing strategy that increased reach, engagement, and revenue.
- Formed strategic deals, negotiated contracts, developed financial models, managed relationships with content distribution & technology partners— Apple, Google, Roku, Samsung TV, Facebook, Twitter, resulted in audience growth and new revenue.
- Championed the entire product lifecycle while leading cross-functional workflow. Shaped the future of CNN products with product positioning, pricing, and promotion that fuel growth. Support sales enablement through effective collateral and training.
- Key advertisers:** All Nippon Airways, Amazon, Liberty Mutual, Sleep Number, Volvo

Pattra Bumrarb

DYNAMIC MARKETING & PARTNERSHIP EXECUTIVE

SKILLS

Technical

Campaign Management: Doubleclick, Freewheel

Analytics: Omniture, comScore, Google Analytics, Looker, Nielsen

CRM: Salesforce, Marketo

Social Analytics: Facebook Ad Manager, Twitter Insights, Shareablee, Socialbakers

Ad verification partners: IAS, DV, DAR, MOAT

SEO, SEM

Adobe Creative Suite, Sketch

Google Workspace & Microsoft Suite

AWARDS

Sports Category

2020 Telly Awards, Gold for *Unbroken: The Story of Sebastian Lletget* for General Sports Category

Silver for *Beyond the Stands*, Social Responsibility for Branded Content Category

Bronze for *The Movement*, Documentary Category

News Category

Winner of 2018 Digiday Video Awards for Best Brand Video Destination – CNN and Volvo “Racing the Sun”

Entertainment Category

Winner of 2015 Cablefax Digital Awards for best use of Twitter for *Edge of Tomorrow* Live.Die.Retweet

Winner of 2014 Synopsis Model D Digital Award for *Impractical Jokers Fanarchy* & GEICO

Winner of 2014 PromaxBDA Awards for Best Integrated Campaign for Hasbro Holiday

Bronze Award of the 2016 Reggie Awards for Best Content Marketing Campaigns for *Summer of Robot Chicken & KFC's Colonel's Chronicles*.

AdAge Media Vanguard Award for Most Innovative Broadcast Brand Extension for the *Burn Notice Interactive Graphic Novel*, 4th

Annual Shorty Industry Award for Best Social Media Campaign for *Psych Hashtag Killer*

2013 Social Media Campaign of the Year for *Psych #WhoDDit*.

WORK EXPERIENCE CONTINUED

Sr. Director, Portfolio Strategy

WARNER MEDIA / NEW YORK, NY / 2014 - 2017

Championed and built world-class, insight-led cross-platform programs across Warner Media portfolio of brands across Entertainment, Sports, and News. Successfully launched and executed the first cross-network groundbreaking marketing campaign with cohesive messaging that led to significant advertising revenue impact, audience growth, and innovations.

- Managed high-priority, digital-first, and integrated enterprise-wide marketing campaigns paired with smart distribution strategies. Delivered performance-led approach through strong storytelling, creative, native, mobile, social, and CTV solutions.
- Identified, evaluated, recommended, and implemented new sponsorship and partnership opportunities across Warner Media Entertainment Portfolio of brands targeting A18-49, millennials, and Gen Z.
- Established the team's OKRs, coached the team on customer-focused solutions and strategies to deliver against them.
- Responsible for all stages of campaign development and management from media strategy, creative storytelling, execution, campaign management, experiential, and PR.
- **Key advertisers:** Burger King, Carl's Junior, KFC, Lexus, P&G, State Farm, Warner Brothers

Director, Product Marketing

SPECTRUM REACH / NEW YORK, NY / 2013 - 2014

Implemented effective product strategies for its suite of digital assets worth **\$75MM** across **50+** markets, including TV Everywhere, audience targeting, and emerging platforms.

- Translated product vision and roadmap into prioritized go-to-market plans. Determined market potential, trends, and opportunities. Led strategy and supporting business plans for products, including goal setting, revenue & profit projections, business requirements, and risk projections. Executed marketing strategies that drove measurable outcomes—increased YOY revenue by **20%**.

Senior Manager, Digital & Strategic Marketing

NBC UNIVERSAL / NEW YORK, NY / 2010 - 2013

Served as USA Network's Digital Marketing Expert; successfully developed market-leading multi-platform campaigns while strategically positioned USA as the market leader in Social TV through first-to-market innovations, transmedia storytelling, and two-screen experiences.

- Successfully raised the creative bar for USA Network Digital, drove creative excellence and effectiveness across all channels focusing on high-impact integrated campaigns, increased YOY revenue by **60%** through renewal and new businesses.
- Brought USA Digital experiences to the forefront through new creative strategy, interactive social content that leveraged talents, and show-runners for storytelling.
- Managed experiential campaigns, delivered innovation through the intersection of fashion, technology, commerce, and entertainment with a modern point of view.
- **Key advertisers:** Bank of America, Capital One, Dunkin Donuts, Ford, Hyundai, Lexus, Lincoln, Samsung, Toyota

Digital Marketing Manager

NATIONAL GEOGRAPHIC SOCIETY / WASHINGTON D.C. / 2008 - 2010

Managed overall digital marketing and media strategy for an award-winning site. Developed creative briefs and media plans for brand campaigns that leveraged data and insights. Responsible for campaign executions and brand communication, launched engaging campaigns that contributed to the growth of the site's unique visitors, video views, engagement, and revenue.