

ALI WELDON ARESON

BRAND MARKETING, CONTENT & DIGITAL MEDIA STRATEGIST

CONTACT

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- NYC Metro Area

EDUCATION

BACHELOR'S DEGREE

Strategic Communications

Elon University
2008 – 2012
Elon, North Carolina

SKILLS

- Leading Content Teams
- Proven Success with Developing & Executing 360-Degree Digital Campaigns
- Large-Scale Social Platform Management (5 Million+ followers)
- Writing & Overseeing Creative Briefs
- Cross-Functional Content Project Management
- Video Production & Directing with High-Profile/Celebrity Subjects
- Analytics & Reporting for Key Stakeholders
- Writing & Copy-Editing for Digital Platforms
- Agency & Internal Creative Process Management
- Leading Cross-Channel Brand Activations
- Proficient in Social Insights Platforms (Native or Third Parties – Hootsuite, Meltwater, Later)
- Content Calendar Development & Oversight
- Facebook Business Manager
- Live Event Social Strategy

EXPERIENCE

DIRECTOR, BRAND & CREATIVE

Split Nutrition | March 2019 - Present

- Leading creation and communication of new brand and product messaging internally and externally to contribute to 20 MM+ yearly digital touchpoints, \$9MM Gross Sales, and 3,000 stores carrying Split Nutrition on a minimal marketing budget.
- Defining, creating and developing all Brand Books, Brand Guidelines, Community and Sales materials for newly launched brand messaging and aesthetics.
- Briefing and leading Design direction for all marketing, copy and brand asset needs including social media, CRM, e-commerce, print and digital.
- Working with Product designers and Insights teams to produce packaging that will enhance sales and excitement for new SKUs coming to market.
- Analyzing content and web Insights to understand success with the brand's Target Audience to inform future content decisions and strategy.
- Communicating and partnering with aligned professional athletes, influencers, non-profits, events and CPG companies for digital and physical activations supported by content creation.
- Ideating and executing all content, campaigns and outputs on marketing channels to ensure consistency and cohesion with brand vision and business goals. Includes developing branded and calendar-specific campaigns while also overseeing cross-channel execution.
- Overseeing all Media Agency initiatives and needs to drive KPIs - from strategy feedback, to creative maintenance, to audience testing, to monitoring sales results on web and Amazon.com.
- Ensuring all Creative needs for Advertising/Media components are complementing media strategies based on performance.
- Directing Field Marketing team to ensure communications and assets "in the field" with customers are consistent and clear; correct materials, language, booths and more.
- Conducting day-to-day and timely Public Relations agency oversight with collaborative creative development for campaigns.
- Solely managing digital community and social media channel content and communications.
- Creating and editing all CRM broadcast messaging and flows with design, strategy, sends a copywriting. (SMS, Email, Site)

SENIOR MANAGER, BRAND MARKETING & SOCIAL MEDIA

Jet.com + Walmart | March 2016 – February 2019

DIGITAL CONTENT

- Growing content platform viewership by over 200% by managing content development and execution for corporate communications, editorial and promotional use.
- Directing Creative teams to produce supporting campaign assets optimized for all appropriate media channels.
- Leading brand social media strategy and testing for owned platforms (Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn) for both the Jet.com brand and the Walmart brand to drive community engagement. Providing strategic KPIs and strategies for platform development and transformation.
- Creating, briefing and executing recurring social 'streams' and evergreen content to promote awareness, consideration, brand love to reach assigned benchmarks while directing Design and Copy teams to produce supporting assets accordingly.
- Playing an integral role in establishing and hiring Walmart's first-ever Brand team with creative workflows and best practice guides to make incremental changes from the ground up and drive innovation efforts.

INFLUENCER CAMPAIGNS

- Spearheading Jet's influencer strategy to drive brand consideration, awareness, and credibility with mid-tier through micro influencer content.
- Solely managing day-to-day communications with talent and their agencies to develop content that drives consideration.
- Optimizing influencer content for paid media campaigns, marketing materials and engagement while leveraging performance-based insights.

ACTIVATIONS

- Aligning with top-level leadership teams at Jet and Walmart to spotlight and amplify key company milestones such as product updates, corporate development and social good initiatives.
- Leading digital strategy for Walmart Oscars 2018 campaign to drive engagement and conversation and leverage top-tier personalities in the spotlight.
- Spearheaded Mason 'Yodel Boy' Ramsey's recognition with a live-streamed concert at hometown Walmart after his whirlwind rise in pop culture.
- Developed and managed Jet's brand relaunch press event in September 2018 ('Jet Townhouse') to emulate the Jet shopping experience catering to the needs of New York lifestyles.

DIRECTOR, DIGITAL CONTENT

iHeartMedia, New York | November 2014 – March 2016

- Spearheading the social and editorial content strategies for iHeartMedia's six unique New York based brands, reaching over 3.5 million monthly unique visitors (Z100, Power 105.1, 106.7 Lite FM, Q104.3, 103.5 KTU, and WOR710).
- Creating content opportunities with incoming artists and talent to drive audiences to each brand's site, digital stream and social platforms to meet competitive KPIs.
- Developing and executing social media strategies to successfully communicate each brand's voice while simultaneously increasing engaged follower growth.
- Collaborating with digital sales teams to develop branded entertainment and social media opportunities.
- Monitoring monthly and annual digital pacing goals for page views, unique visitors, and total listeners utilizing the iHeartRadio stream.

SOCIAL MARKETING & ENGAGEMENT MANAGER

iHeartRadio Brand | June 2014 – November 2014

- Communicating the voice of the iHeartRadio brand by developing and executing innovative content for marketing campaigns and social media platforms.
- Solely managing social media accounts (Instagram, Facebook, YouTube, Twitter, Snapchat, Vine) on a daily basis to drive brand awareness, app downloads, festival content and live events.
- Creating engaging, quick-witted content for campaigns representing the iHeartRadio app and its high-profile events (iHeartRadio Music Festival, iHeartRadio Pool Party, Jingle Ball).
- Writing and executing content for marketing retention tools such as mobile push notifications, targeted emails and social platforms to promote branded content and drive listener engagement.