






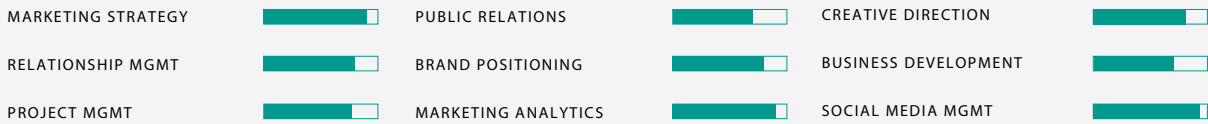


AMY WILCOX  
MARKETING PROFESSIONAL

-  san jose, ca
-  630 335 3210
-  amywilcox1@gmail.com
-  linkedin.com/in/amywilcox
-  amywilcox.com

## BIOGRAPHY

I'm a branding and marketing leader with a passion for building and positioning brands. I've spent the last decade defining strategy and leading communication for fortune 100 companies to pharmaceutical startups, and everything inbetween. I thrive on delivering messaging at the speed of social and am seeking out my next challenge.



## SENIOR STRATEGIST @ OGILVY

AUGUST 2021 - PRESENT

At Ogilvy, we design the brand; we turn the brand into an experience; and we communicate the brand's story. We make brands matter.

- Act as the social strategy expert for SC Johnson's portfolio, encompassing Glade, Mrs. Meyer's, Pledge, Windex, Ziploc, Mr. Muscle, Family Gaurd, and Scrubbing Bubbles.
- Develop impactful social positioning, and messaging strategies, leveraging data and analytics to drive maximum business impact.
- Consistently tap into cultural conversations and trending moments via social listening to create agile campaigns worthy of social conversation and earned media coverage.
- Create comprehensive social playbooks, performance reports, and content calendars, ensuring our brands earn engagement and influence.
- Regularly mentor and manage junior team members and foster emerging talent through our Associate and Intern Programs.
- Collaborate seamlessly with internal and external teams, including creative, paid media, and content creators, to ensure that content follows best practices, is storied with a strategic message, and is delivered efficiently.

## SENIOR MARKETING MANAGER @ RADEN WELLNESS

MARCH 2020 - JULY 2021

Raden Wellness is a functional medicine practice that promotes health, prevents disease, and increases the longevity of patients through medical testing and innovative therapies including; integrative psychology, custom IVs and peptide injections.

- Developed and implemented creative brand refresh and expansion including brand identity, printed collateral, UI / UX, and social media strategy.
- Responsible for digital advertising campaign strategy that generated 2M impressions and a 133% conversion rate.
- Key player and marketing lead in successfully creating and executing COVID-19 testing campaign responsible for testing over 40,000 community members.
- Led sales and marketing efforts for corporate COVID vaccination program generating over 200K in new revenue.
- Created multifaceted social media strategy including influencer relations, strategic partner takeovers and interactive stories responsible for a 283% (+850 followers) increase in followers.

## REGIONAL MARKETING MANAGER @ STATE OF PLAY HOSPITALITY

NOVEMBER 2019 - MARCH 2020

State of Play Hospitality delivers activity-based experiences and hospitality brands on a global scale. The group is currently focused on the international expansion of the brands Flight Club and AceBounce.

- Led the annual planning process to create a marketing strategy for both Flight Club and AceBounce with a key focus on digital platform growth and new customer acquisition.
- Conceptualized experiential events that consistently reached maximum occupancy and increased guest attendance 330% year-over-year.
- Responsible for annual marketing budget allocation and management.
- Delivered monthly social media and advertising content strategy to educate guests on both new and existing concepts.
- Increased pre-booked business by working in tandem with our sales team to revamp private event packages and collateral.
- Successfully expanded Flight Club from Chicago to Boston by directing opening strategy including market research, brand guide creation and website development.

## MARKETING MANAGER @ PROJECT FARMA

DECEMBER 2017 - NOVEMBER 2019

Project Farma is a consulting firm that partners with healthcare, pharmaceutical, gene therapy and medical device industries and provide support to help find ground-breaking treatments and solutions.

- Responsible for conceiving and executing a B2B social media strategy built for driving client engagement and lead generation. This strategy was directly responsible for 400+ new LinkedIn followers and an increase in overall engagement by 300%.
- Project lead for all strategic philanthropic partnerships, and give-back initiatives, resulting in over 300 hours of community service and \$50,000 in charitable donations.
- Managed the creative marketing logistics for 10+ large-scale pharmaceutical conferences, in-person and digital speaking engagements and sponsorship opportunities.
- Created and maintained reporting dashboards to help leadership maneuver critical decisions and better understand the day-to-day fluctuations of the business.
- Developed both community and team building initiatives aimed to increase employee and client participation with an overall engagement rate of 75%.

### REFERENCES



Amy has taken every opportunity to improve the quality of our marketing department, from the creation of inspired marketing campaigns to analyzing crucial data around consumer behavior.

**CONNOR RUDNY | CREATIVE DIRECTOR** @ Furious Spoon  
+630 335 0330 | connor.rudny@gmail.com



From offsite events, menu engineering, websites and social media to press releases and media events, Amy showed passion, tenacity, patience and kept an open mind in everything she did. Her creative flair and ability to help others generate great, outside the box ideas continuously impressed me.

**PHIL MASSEY | DIRECTOR** @ Project Farma  
+415 971 6287 | philmassey@gmail.com



Amy is an energetic and hard working professional that thrives on her ability to contribute to the success of her organization. Her ability to listen and hear an objective then develop a plan to achieve success is admirable.

**GABE GARZA | PARTNER** @ Ideology Entertainment  
+312 841 6067 | ggarza999@yahoo.com

### EDUCATION



B.A in PR & ADVERTISING  
DePaul University | May 2014

MINOR in HOSPITALITY  
DePaul University | May 2014

**GPA: 3.5 / 4**

### INTERESTS



ART

FASHION

FOOD & DRINK

TRAVEL

PHOTOGRAPHY