

HEATHER SPILSBURY

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CHIEF MARKETING OFFICER

Strategic Leader with Marketing and Business Development Expertise

I am a C-suite digital transformation agent and business growth strategist with 15+ years of building innovative solutions for global brands ranging from luxury goods like Louis Vuitton Moët Hennessy (LVMH), technology, gaming companies like Nintendo, and energy companies like Shell. Execute people-first, data-driven integrated marketing solutions that expedite growth, loyalty, market leadership, and engagement. A hands-on leader with experience managing Fortune 500 to startup clients across various sectors. Effectively communicate goals across teams, practices, and clients to advance priorities, collaboration, and inclusivity.

Global Strategic Planning ♦ Multichannel Marketing ♦ e-commerce ♦ Business Development
Product & Program Development ♦ P&L Management ♦ Digital Advertising ♦ ROI & ROAS Analytics ♦ Ecommerce
DTC, B2B, B2C Marketing ♦ Media Buying ♦ Media Planning ♦ Social Media Marketing ♦ Experiential Marketing

VALUE PROPOSITION

- ✓ Identify growth opportunities by deriving methodologies for expansion rooted in qualitative and quantitative data.
- ✓ Creative digital strategist driven to transform complex opportunities into actionable engagement movements.
- ✓ Extensive experience leading content rich multichannel campaigns tailored to convert audiences into advocates.
- ✓ Increase revenue by developing breakthrough campaigns, creating new revenue streams, and strategic partnerships.
- ✓ Drive acquisition and raise capital by educating stakeholders on industry patterns and winning solutions.
- ✓ Cultivate revenue opportunities and increase profit margin by leading high-performing cross-functional teams.

CLIENT LIST

Starbucks, Moët/LVMH, UGG, KeVita, Proctor & Gamble, Nintendo, Belkin, United Airlines, Delta, Revlon, Almay, ColourPop, Natura, Pet Supplies Plus, Redford Naturals, Shell, Nissan, Volkswagen, NASCAR, American Heart Association, Sodexo, Legends, Live Nation, Lotte, OUE, Skyspace LA, Miami Skyrise, Sofi Stadium, Neuro Drinks, Dunkin', Taco Bell

CAREER SUCCESS

50/50 WOMEN ON BOARDS, LOS ANGELES, CA

June 2020 – PRESENT

CHIEF OPERATING OFFICER AND CMO

In the first six-months, I orchestrated the restructuring and digital transformation of the organization, implementing new platforms and programs, a rebrand and redesign, hiring new staff and consultants, and marketing solutions, doubling our revenue and increasing our audience reach by 42 percent.

- Lead the production, design, PR, and social teams, while managing 100+ volunteers in more than 30 cities and 6 countries to build regional impact and global awareness for the organization
- Lead all creative and marketing brand strategies and deliverables
- Responsible for the analysis of our quarterly Gender Diversity Index research reports
- Analyze the financials and P&L statements to forecast the longevity of our programs
- Board member with experience to presenting strategy to our independent board directors from Mastercard, JLL, Toyota, Marsh, EMD Serono, and Reed Smith

PERFORMANCE SUCCESS:

- Launched new educational programs, global events, and digital communities, generating more than \$2MM in revenue
- Increased the percentage of funds attributed to our programs from 69% to 83%
- Secured pro bono partnerships with Equilar, McKinsey & Company, and Marsh
- Implemented partnerships with American Express, Mastercard, BNY Mellon, RBC, Toyota, and Marsh

THE SHEPPARD, LOS ANGELES, CA

September 2014 – April 2020

VICE PRESIDENT, MARKETING & STRATEGY

- Responsible for business development, agency strategy and team leadership for a mid-size digital marketing agency
 - Revenue Management: \$20MM; Team Management: 20 (marketing, design, creative and production)
- Founded and launched the marketing division to increase agency size and maximize revenue:
 - Directed and executed go-to-market launches based on consumer insights, industry trends and competitive analysis resulting in relevant awareness, increased conversions, and brand loyalty
 - Developed KPI's defined by critical marketing objectives to measure, test, refine and scale brand lift
- Innovated client DTC/B2C strategies to fuel omnichannel businesses:
 - Moët: Developed and launched an original web-based AR experience creating an interactive vending machine that supplied the brand with social currency and data capture
 - KeVita: Implemented digital strategies, increasing social engagement by 300% and resulting in an acquisition by Pepsi
 - Westfield Group: Developed innovative experiential concepts during the redesign of all footprints, increasing foot traffic and dwell time by 30%, and purchase value by 25%
 - Pets Supplies Plus: Launched a multichannel national campaign for a private label pet food brand, achieving \$50MM+ in sales (year 1), \$83 ROAS, and recognized as 3rd largest pet retailer in the U.S.
 - Skyspace LA: Redesigned UX/UI and e-commerce experience for desktop/mobile, improving the user experience, and the ability to track data-driven attribution and referral models for conversions resulting in a 30% increase in ticket sales YoY and a 0.9% bounce rate
 - Cabi clothing: Increased DTC engagement by developing an app to track behaviors and buying patterns, resulting in a 28% increase in sales, and a \$250MM valuation and investment buyout
- Educated and influenced cross-functional departments on project management and process improvement models that fueled collaboration and maximized delivery of world-class creative:
 - Educated teams on brand growth strategies to optimize cross-platform media engagement
 - Implemented SaaS tools to track projects and champion ownership

PERFORMANCE SUCCESS:

- Led client development and agency expansion, multiplying the firm's revenue 8x (\$3MM to \$26MM)
- Secured multiple multi-year contracts; 50% of the agency's guaranteed revenue
- Secured new and existing clients such as KeVita, Legends, OUE, Sodexo, Lotte, Moët/LVMH, and UGG
- Founded the digital marketing division to scale business and maximize revenue opportunities

HAVAS, EL SEGUNDO, CA

April 2013 – August 2014

NATIONAL DIRECTOR, SPORTS & ENTERTAINMENT

- Responsible for new business development, public relations strategy and team building for a global media agency
 - Revenue Management: \$6MM; Team Management: 6 (PR, experiential, design, and social media)
 - Led team to win \$3MM+ in new business revenue
- Influenced growth into CPG and retail industries to expand agency expertise and revenue streams:
 - Secured new business leads, RFPs, and orchestrated pitch strategy
 - Retained clients such as P&G, Neuro Drinks, and Sports Chalet, increasing revenue by 55%
- Pioneered experiential and communication strategies for national clients:
 - P&G: Led launch and developed the messaging architecture for P&G's new pet food brand, crafting a 100-person press stunt and media event to attract an untapped market, drive consideration and growth
 - Neuro Bliss: Spearheaded an innovative, guerrilla marketing campaign for a new product launch, directing a go-to-market strategy that increased brand loyalty and in-store product distribution
- Recruited to mentor, and inspire innovation across teams:
 - Change Agent instituting collaboration and a recognition-based incentive program to motivate teamwork and accountability, enabling creative, strategic, and consistent brand storytelling results for clients

ADDITIONAL CAREER EXPERIENCE

BLAZE PR, SANTA MONICA, CA

November 2011 – March 2013

DIRECTOR, CLIENT STRATEGY

- Transformed into a profitable agency in < 1 year; generating \$4MM in retained revenue
- Increased KeVita's distribution channels in Kroger stores nationwide

GOLIN PR, SANTA MONICA, CA

August 2011 – November 2011

SENIOR MANAGER – NINTENDO

- Grew fan engagement; attracting more than 50K consumers to the launch event (The Legend of Zelda)
- Ideated and executed cross channel Launch of Super Mario 3D; garnering 25MM+ media impressions, 100K + unique social media hits and new fans, and for the first time, surpassing sales in Japan
- Secured top-tier media coverage MoM on Engadget, CNET, Wired, Mashable, Game Rant, and The Today Show

EDELMAN, LOS ANGELES, CA

May 2008 – August 2011

SENIOR ACCOUNT EXECUTIVE

- Boosted brand awareness for AHA by 40% and Shell by 120% (360 marketing campaigns)
- Managed \$50MM in revenue for Shell's upstream media efforts
- Achieved 1MM+ site hits, 50K+ nationwide submissions (multicultural campaign for AHA)

THE RECORDING ACADEMY, SANTA MONICA, CA

August 2003 – March 2008

PROJECT MANAGER – MARKETING & STRATEGY

- Spearheaded and grew sponsorship deals with T-Mobile, Heineken, and SXSW

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Business Management & Fine Arts | Seattle University, Seattle, WA
Crisis Communications, Digital Analytics, Predictive Modeling | UCLA Extension, Los Angeles, CA

AWARDS & ACCOLADES

Gold American Advertising Award (Addy) Winner for OUE's Marketing Strategy (2 consecutive years)
Cabi Ex Award Winner for B2B event
PRSA Silver Anvil Award for Go Red for Women Campaign, AHA
Internal Award (P&G's Natura Pet Food Launch)

BOARD & ADVISORY ROLES

HPRA LA Board Member
UC Riverside Advisory Board Member
Forbes Communication Council