

MARCUS COLLINS

marcus.collins@me.com 313.587.5844

About Me:

Culturally curious thinker with an affinity for understanding the cognitive drivers and environmental factors that impact consumer behavior and socially connect us all; MBA trained marketing professional with over 12 years of leadership and branding experience

EXPERIENCE

Translation – New York, NY

Developed and led the social media practice for the agency, including the vision, growth, and management of a 21 team-member department at the helm of all social strategy, creative, activation, and measurement/analytics. Responsible of social thought leadership and ideation across the agency's client roster: State Farm, Bud Light, Budweiser Music, McDonald's, Brooklyn Nets, Coca-Cola, and Target.

2013 – Present, **Executive Director of Social Engagement**

2011 – 2013, **Director of Social Engagement**

- Created, launched, and led the social campaign strategies and activations for:
 - State Farm's *Cliff Paul* (as a companion to the ATL work)
 - Budweiser + Jay-Z's *Made In America* music festival
 - Brooklyn Nets (first public logo reveal)
 - Bud Light Platinum (the #1 food and beverage product launch of 2012)
- Oversaw all channel strategy, community management, content creation, & analytics for:
 - State Farm's Facebook and Twitter channels (for both Flagship and Nation)
 - State Farm's *Cliff Paul* Twitter handle
 - Bud Light's Facebook and Twitter channels
 - Bud Light Platinum's Facebook and Twitter channels
 - Bud Light Lime's Facebook page
 - McDonald's Big Mac Facebook page
- Designed social strategies for brand publishing and supervised content execution for the Bud Light brand, directly linking online consumer behavior to offline behavior through a Facebook + Data Logix research study, resulting in:
 - 6x return on advertising spend
 - 3.3% sales lift
 - \$1.6M incremental sales, over 28 day research period

Big Fuel Communications – New York, NY

Supervised the direction and growth of major accounts for the social media and branded content agency including brands like Microsoft, GORE-TEX®, Colgate-Palmolive, and Fisher Price.

2010-2011, **Account Director**

- Successfully led cross-functional teams through strategy, ideation, development, and launch of social media campaigns and digital content distribution.
- Increased Facebook "likes" for *Gore-Tex®* by 234%, resulting in a 1,090% rise in conversations, a 134% spike in Twitter engagements, & 17% target audience growth.
- Spearheaded creation and distribution of branded content for SoftSoap that led to over 1.6M video views, exceeding client expectation by over 70%.

Music World Entertainment – New York, NY

Conceived, launched, and supervised all online, mobile, and interactive brand initiatives for the

management company and record label home of Beyoncé Knowles.

2009-2010, **Director of Digital Strategy and New Media**

- Successfully developed company's overall interactive strategy and marketing approach to maximize online fan engagement and optimize brand advocacy, leading to a 13% increase in digital product sales and 164% growth in online brand awareness.
- Managed online communities for all Music World artists and brand properties; focusing on audience aggregation, fan engagement, and brand advocacy to streamline brand communication; resulting in a 356% increase in audience reach, over 10M consumers.
- Created social syndication strategy and launched digital exclusive of Beyoncé's hit music video, "Why Don't You Love Me," resulting in 1.5M views in the first 30 hours.

APPLE COMPUTER, INC. - Cupertino, CA

Managed all digital content and online marketing initiatives for iTunes' partnership with Nike and iTunes' large scale college/university marketing campaigns.

2008-2009, **Partnership Marketing Manager, iTunes**

- Identified unique value proposition with college/university partners to increase iTunes consumer acquisition and grow iTunes U; developed partner initiative into a scalable program, led pilot launch to exceed program expectations.
- Managed the Nike partnership for iTunes, leading all digital and social (Facebook) music marketing initiatives that messaged and promoted Nike+ co-branding campaigns, individual programs reached over 22M online consumers.
- Negotiated and secured terms for Nike program visibility through traditional channels in concert with cross-functional teams, third-party partners, and major retail; promotions typically reached over 58M potential consumers per program.

HARRIS INTERACTIVE INC. - London, UK

Hired by the executive leadership team of this global market research firm to help integrate its operations and outbound B2B marketing efforts online and ultimately, increase revenue growth.

2008, **Digital Marketing Consultant**

- Developed 5 year revenue growth strategy for the company's UK operations, specifically centered around online service integration and brand positioning.

MUSE RECORDINGS, LLC - Detroit, MI & New York, NY

Co-Founded and led this music start-up, which operated through partner marketing initiatives with companies such as Starbucks, the National Basketball Association (NBA), and McDonald's.

2002-2007, **Co-Founder/ Product Development Lead**

- Created company sound ethos (production and songwriting) and brand identity, including such elements as logo, website, and other marketing touch points.
- Secured seed-capital to finance startup operational costs including recording, distribution, marketing, and promotions.
- Organized participation in the NBA's "Rhythm n' Rims Tour presented by Sprite, resulting in national exposure for the company and a 38% increase in revenue.

EDUCATION

UNIVERSITY OF MICHIGAN Ann Arbor, MI

Stephen M. Ross School of Business

Master of Business Administration, May 2009

- Emphasis in Strategic Marketing
- Consortium for Study in Graduate Management Fellow

College of Engineering

Bachelor of Science, Materials Science & Engineering, December 2002

- Nominated Student Leader of the Year (Michigan Leadership Awards, 2001)