

DANA MARIE MOOREHEAD

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Big-picture marketing manager with creative instincts, superior analytic skills and comprehensive experience building entertainment and retail brands to maximize revenue and profit growth. Skilled leader of teams with global marketing perspective through exposure to diverse toy, consumables, television, and retail business environments.

Licensee Management	Presentation Skills	Advertising
Brand Development	Cross-Functional Team Leadership	Competitive Analysis
Consumer Research	Relationship Building	Business Development
Category Management	Email Marketing	P&L Management
Product Development	Digital & Social Media Strategy	Retail Sales

BRAND CONSULTANT

2013-Present

Manage marketing, research, product development and social content to meet aggressive revenue goals at restaurant, home entertainment, retail and licensing clients.

- **PICO Business Improvement District 5/19 – Present** - Engage and promote Santa Monica business owners, liaison with City Economic Development team, and build brand awareness with marketing, special events, social media, and cultural initiatives.
- **NBCUniversal 5/19 – 12/19** Manage marketing and creative projects and interface with licensees for product design teams in Food, Health, Beauty, Fashion & Toy categories for Trolls, Minions and other key brands.
- **Jakks Pacific 3/16 – 9/16** - Managed licensee relationship with Disney, product development, sku rationalization, costing, packaging, media production, promotions, market research, sales and brand decks for Disney toy brands.
- **Saban 1/14 – 3/15** - Partnered with licensees Bandai on product development and marketing strategy, brand decks, and trade show planning for Power Rangers, with Netflix on launching the Popples TV series, and with Spin Master on a new Popples plush toy line.
- **Cinedigm 1/13 – 12/13** - Led the brand marketing and retail strategy for home entertainment clients like Shout Factory, Food Network, Hallmark Channel, Nat Geo & Televisa. Launched Cinedigm's Amazon MOD business, increasing new release & catalog by 350+ titles.
- **Disney Consumer Products 3/11 – 12/11** - Developed a brand position, product strategy and packaging system for a line of Disney multi-property tween cosmetics that sold-in at Wal-Mart, increasing in-line placement by two feet (+66%).

TOYS R US

2011-2013

Global Brand Manager, Wayne, NJ

Headed in-store and ecommerce brand strategy, product development and packaging for TRU's private label & licensed Girls' brands, including Princess, Strawberry Shortcake, Journey Girls 18" dolls, and Totally Tween.

- Owned the P&L and seasonal SKU strategy for five global brands and delivered profitability and growth.
- Led a team of four product and brand managers to develop and sell-in multiple product lines seasonally to global buyers, achieving or surpassing orders and revenue goals by up to 66%.
- Initiated creation of e-commerce content on toysrus.com for Journey Girls dolls, increasing web sales by 20% in second quarter.
- Sourced overseas vendors (China and Europe) and domestic licensees, and supervised product and packaging approvals.

THE WALT DISNEY COMPANY**2003-2011****Brand Manager, Home Entertainment, Walt Disney Studios, Burbank, CA**

Managed business plans and P&L, marketing strategy, research, PR and relationship marketing programs including direct, digital and loyalty for home entertainment products.

- Led DVD product development for Infant, Preschool and Disney movie titles, increasing revenue by up to 25% for select business lines, and partnering with Retail Marketing to add key accounts like Wal-Mart, Target, and Toys R Us.
- Ideated innovative cross-merchandising and synergy programs with studio partners, licensees and CPG companies (e.g., Enfamil, Huggies, Mott's, P&G).
- Wrote creative briefs for DVD packaging, sell sheets, television and print ads, digital campaigns, and trailers.

Global Marketing Manager, Live Entertainment, Walt Disney Studios

Developed global integrated consumer marketing campaigns for Disney's licensed live entertainment brands *Disney On Ice* and *Disney Live!* across television, print, digital, and direct mail.

- Created the *Disney Live Entertainment* first-ever corporate image campaign, securing increased tour sponsorship, and the addition of dozens of venues.
- Managed a \$5 million+ annual marketing budget and advertising agency relationship.
- Created turn-key press kit and marketing collateral, increasing global press coverage and local sponsorships.

Project Associate, Disney Consumer Products

Supported growth of licensing royalties for Food, Health & Beauty categories by nearly +25% by integrating brands like *Winnie the Pooh*, *Princess* and Pixar's *Toy Story* into product development and marketing plans for licensees.

3 RING CIRCUS / FOCUS MEDIA / NICKELODEON**1993-2002****Vice President, Brand Strategy, New York, NY & Los Angeles, CA**

Prior to my marketing career, my background included increasingly senior roles in client management and strategy in the television industry.

- As Vice President of Brand Strategy at **3 Ring Circus**, partnered with clients like Court TV, ABC Family, Hallmark Channel and CNN to develop brand identity and positioning to increase viewership, subscribers and advertisers. Created a strategy for Canada's Astral Media pay network that targeted consumer 'lifestyles' rather than movie genres, resulting in the rollout of three premium movie channels and subscriber growth of 600,000.
- In the role of National Research Director at **Focus Media**, developed an innovative media plan for Sears to move nearly \$20 million in additional media to agency.
- Managed research for **Nickelodeon** and **VH-1** cable networks in New York. Spearheaded development research for Nick's three groundbreaking animation series *Ren & Stimpy*, *Rugrats* and *Doug*. Developed the VH-1 affiliate marketing pitch that helped make the channel the fastest-growing cable network for five consecutive years.

EDUCATION

Ithaca College, Ithaca, NY
Bachelor of Science, Radio/Television

AWARD

Catch the Spirit Leadership Award, Pottery Barn Kids