

CARLY MCELROY



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RELEVANT EXPERIENCE

VIACOMCBS | NEW YORK, NY

DIRECTOR, VELOCITY | SEPTEMBER 2020-PRESENT

Develop, pitch and activate innovative marketing campaigns for strategic partners, leveraging the entire ViacomCBS portfolio, including MTV, VH1, Comedy Central, CBS, CBS Sports and more.

- Manage pre-sale process by liaising with internal production, creative, channel and sales counterpoints, and authoring, designing and pitching proposals.
- Define creative solutions across branded content, live events, social media and influence via concepting, copywriting and design.
- Run client services and project management for key high-profile accounts including McDonald's, Nissan, Facebook and more, developing the creative strategy and leading internal and external communication throughout the life of the partnership.

US WEEKLY | NEW YORK, NY

INTEGRATED MARKETING DIRECTOR | APRIL 2019-SEPTEMBER 2020

Created and produced custom, revenue-generating multi-platform marketing campaigns for

Us Weekly advertisers spanning across digital, social and print publications. Key projects include:

- Crate and Barrel: Launched first-to-market interactive video series, leveraging branching and hotspot technology that allowed users to choose their aesthetic and shop from the video content.
- Starbucks: Wrote, produced and creative directed national campaign for Starbucks Rewards, including two videos, custom Us Weekly cover art, video teasers and social content.
- Team Resource Innovation: Developed and articulated Us Weekly's go-to-market strategy and authored sales materials.

NBCUNIVERSAL | NEW YORK, NY

DIRECTOR | CONTENT INNOVATION AGENCY | OCTOBER 2017-APRIL 2019

Served as creative strategy and execution lead on cross-platform programs for partners that harnessed the power of the entire NBCUniversal portfolio. Key projects include:

- Sports Lead: Served as internal creative lead across key NBC Sports initiatives, including developing and executing GEICO's Super Bowl Pre-Show campaign.
- Studio Partnerships: Led creative development for Symphony film studio partners, developing cross-portfolio creative for Captain Marvel, Star Wars: The Last Jedi, The Missing Link and more.
- Team Management: Managed professional growth and workload of Manager and Coordinators.

VIACOM | NEW YORK, NY

INTEGRATED MARKETING MANAGER | JUNE 2015-OCTOBER 2017

INTEGRATED MARKETING COORDINATOR | MAY 2013-JUNE 2015

Conceived, copy-wrote, designed and presented multi-platform branded content and marketing opportunities tied to Comedy Central, Spike, MTV and VH1 properties. Key projects include:

- Content Development: Launched CC: Social Scene, an interactive web series in partnership with Redd's Apple Ale that featured sketch comedy based on fan tweets. Program ran for three seasons.
- Live Events: Developed and oversaw custom on-the-ground marketing activations for the first ever Clusterfest, Comedy Central's comedy and music festival in San Francisco.
- Brand Affinity Cultivation: Developed and scripted Comedy Central's to-to-market Upfront strategy and presentation.

VIACOM | NEW YORK, NY

SALES PLANNER | CMT & TV LAND | AUGUST 2011-MAY 2013

CLIENT SERVICE REPRESENTATIVE | CMT & TV LAND | AUGUST 2010-AUGUST 2011

- Built media plans that strategically responded to client and network needs.
- Negotiated pricing and marketing elements with client and agency partners.
- Collaborated with Pricing Director in analyzing and pricing Scatter and Upfront packages.
- Maintained the day-to-day activity of more than \$35 Million in advertising.

EDUCATION

Arizona State University
Bachelor of Arts, 2010
Major: Public Relations,
Journalism &
Mass Communication

AWARDS

PromaxBDA Awards
Webby Awards
Telly Awards
OMMA Awards
Synopsis Model D Awards

SKILLS

Creative Writing
Strategic Thinking
Public Speaking
Project Management
Production
PowerPoint
Photoshop

INTERESTS

Solo Traveling
Befriending Dogs
Collecting Playbills
Singing Karaoke
Screaming at Live Sports
Consuming Content