

# GAIL BLUMENFELD LEVY

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## EXECUTIVE SUMMARY

Marketing Director with 15+ years' experience in strategic marketing, creative GTM strategy, corporate communications, event planning and leading high energy teams to drive growth across industries, including professional services, consumer products and technology. As a results-driven professional, I'm driven by a strong work ethic and thrive in a "hands-on, roll-up your sleeves" work environment.

## EXPERIENCE

### DOUGLAS EMMETT

#### Director of Marketing

Santa Monica, CA

2019 - Present

*Douglas Emmett (NYSE:DEI) is the leading provider of Class-A office properties and luxury apartment communities in Los Angeles and Honolulu*

- Direct all real estate marketing programs, including lead generation, strategy, search, display, and brand management to promote 72 commercial office and 14 multi-family properties in LA and Honolulu
- Implement growth strategies to expand market reach by 25% in the competitive Los Angeles and Honolulu markets.
- Led GTM strategy for brand new, WLA luxury apartment lease-up resulting in 98% occupancy
- Manage a 7-member team including marketing managers, analysts, designers, and call center reps
- Oversee all content and digital campaigns to streamline intercompany and external communications
- Expand strategic partner program which awards cumulative bonuses for brokers and deal makers
- Build and expand content strategy including copywriting, photo-selection, 3D virtual tours, deal registration portal and 3D animation using WordPress, Bootstrap and Drupal
- Manage over \$1MM P&L (budgeting, forecasting, and purchasing) to maximize ROI

### MOUNT SINAI PARKS

#### Director of Marketing

Los Angeles, CA

2014 - 2019

*Mount Sinai Parks is one of the largest cemetery and funeral organizations in California*

- Oversaw all brand marketing efforts, including marketing strategy, branding, business development, content creation, digital platforms, website, internal communications and advertising campaigns
- Increased overall Los Angeles market share from 32% to 35%
- Implemented a 360<sup>o</sup>, advertising and business development campaign which included print, television, radio and social media
- Managed designers and agencies to develop advertising campaigns (digital, print, radio, television)
- Wrote, created and managed all content on website, digital campaigns, brochures and social media
- Built and expanded content strategy including videos, digital apps and online tools
- Successfully achieved #1 spot (Organic and Paid) Google page rank for all identified search terms

### TABLETKIOSK

#### Director of Marketing

Torrance, CA

2006-2014

*TabletKiosk is a start-up B2B manufacturer and distributor of enterprise-grade Tablets*

- Directed GTM marketing activities including corporate communication, digital, channel marketing and events Created sales collateral, product briefs, solution briefs, FAQs and sales decks to arm sales team with concise and effective selling materials
- Oversaw all digital marketing programs including SEO, SEM online analytics and social media activities including company sites for Twitter, Facebook, YouTube and LinkedIn
- Managed partner advertising co-op programs for Microsoft and Intel to maximize co-marketing dollars
- Oversaw all facets of trade shows including selection, logistics, design and creative

**MUNCHKIN, INC.**

**Director of Channel / Trade Marketing**

**North Hills, CA  
2001-2005**

*Munchkin is a leading manufacturer of juvenile products sold through the CPG. Mass and specialty channels*

- Supervised communication of product launches to Sales team, distributors and outside broker reps
- Functioned as “in-house promotions agency” for national sales team. This includes generating promotional plans for the top 15 accounts, developing presentation materials and executing plans with internal and external resources.
- Supervised creation of all point of purchase materials including free standing displays, power wings, sell sheets and seasonal refreshers with in-house and freelance designers
- Interacted closely with Operations for promotional SKU management and special shipments

**MATTEL INTERACTIVE**

**Director of Channel Marketing**

**El Segundo, CA  
2000-2000**

*Mattel Interactive software and videogame brands included Barbie, Fisher-Price and The Learning Company*

- Responsible for retail channel marketing for all Mattel software and videogame brands
- Created promotions and special offers for top accounts including CompUSA, Best Buy, Office Depot, Staples, Costco and Sam’s Club to increase sell-in and sell-thru for software and video games
- Oversaw design and production of P.O.P. displays
- Worked closely with national merchandising team to maximize store exposure and sell-thru
- Managed 11-person national Channel Marketing team

**HAVAS INTERACTIVE (now Blizzard / Activision Games)**

**Group Manager Channel Promotions**

**Torrance, CA  
1997-2000**

*Havas brands of gaming software included Blizzard, Sierra Online, Knowledge Adventure and Math Blaster*

- Supervised all retail promotions for Knowledge Adventure, Sierra and Blizzard brands
- Directed creative for on-box collateral and shelf communication for in-store events and promotions
- Conducted ROI analysis prior to all promotions (3MM budget) and tracked all results
- Forecasted rebate redemption rates and manage annual rebate budget for all divisions
- Tracked competitive offers in retail pre-print advertisements
- Managed five-person department

**EDUCATION**

**UNION COLLEGE**

*Bachelor of Arts in English*

Schenectady, NY

**ADDITIONAL INFORMATION**

**Computer Expertise:** Microsoft Office Suite (especially strong in Excel), Salesforce, Google Ads, Google Analytics, Choozle, NetSuite, WordPress, Hootsuite, Adobe Photoshop, Illustrator, InDesign and Premier Pro

Volunteer Staff	Camp Erin - <b>Our House Grief Support Center</b>	2017-Present
Singer and Volunteer	<b>Angel City Chorale (semi-finalist act on AGT 2018)</b>	2002-Present