

## **SELECTED EXPERIENCE — PROGRAM & EXPERIENCE DELIVERY**

Experience defining and delivering platform-driven and live audience experiences across global brands, partner ecosystems, and real-world environments.

### **NBCUniversal — Multi-Network Engagement & Concierge Experience Platform**

*Role: Program & Delivery Lead (Concept to Execution) | Scope: \$2M+ annual program | 14 networks | 20+ tentpole initiatives*

- Defined and scaled a multi-network engagement and concierge-style experience platform by consolidating disparate merchandise incentive programs and expanding them to include higher-value, event-driven experiences
- Expanded participation across networks and tentpoles, enabling more strategic distributor redemption choices, improving flexibility and ROI
- Developed and delivered “event-in-a-box” concierge offerings, owning regional execution of talent appearances, themed events, and localized experiences alongside turnkey digital engagement tools
- Integrated platform-driven engagement with real-world activations and partner fulfillment workflows, including WebXR-based features within merchandise reward programs
- Developed program management tools to support coordination and execution across distributed teams

**Complexity:** Multi-network coordination, concurrent timelines, regional customization, partner integration, fulfillment logistics

**Outcome:** Scaled into a multi-million-dollar recurring program supporting ongoing audience engagement across the NBCUniversal portfolio

### **Audience Engagement Campaigns — National Multi-City Activations (Nike / UNICEF)**

*Role: Technical & Delivery Lead | Scope: National campaigns with distributed event and digital engagement components*

- Delivered interactive campaign platforms supporting high-volume audience participation across national, multi-city activations
- Integrated campaign mechanics, live event touchpoints, and post-event user experiences into continuous engagement flows
- Developed program management tools to support coordination and execution across campaign and event components
- Coordinated execution across creative, technical, and operational teams under campaign-driven timelines

**Complexity:** Distributed activations, real-time engagement, cross-channel experience continuity, high traffic environments

**Outcome:** Enabled large-scale audience participation and sustained engagement beyond live campaign moments

### **Live & Immersive Experience Delivery — Multi-Event, Multi-Venue & Select Multi-City Work**

*Role: Producer / Director | Scope: Multi-show seasons, multi-venue festivals, immersive music events, and select multi-city productions*

- Produced and delivered multi-show theatrical seasons and multi-event festival programs across venues and schedules
- Delivered productions staged across multiple cities through festival participation alongside touring immersive music-driven events
- Managed budgets, contracts, and compliance requirements across productions
- Developed narrative-driven experiences blending performance, environment, and audience interaction, incorporating multi-media and technical elements

**Complexity:** Multi-venue coordination, overlapping schedules, budget control, contractual/legal considerations, live audience conditions

**Outcome:** Delivered cohesive, audience-first experiences across theatrical, festival, and immersive formats

## **Disney+ Global Partner Platform — Campaign Distribution & Enablement**

*Role: Platform & Delivery Lead (Concept to Execution) | Scope: Multi-region (US, EMEA, APAC, LATAM)*

- Defined and delivered a global partner-facing platform supporting campaign distribution, localization, language customization, and compliance across multiple regions and regulatory environments
- Architected a segmented system supporting regional, brand, functional, and language variation, enabling controlled customization, access governance, and compliance validation at scale
- Developed structured media and customization workflows, including templating, review and approval processes, and emerging AI-assisted ingestion and generation approaches

**Complexity:** Multi-region rollout (US, EMEA, APAC, LATAM), regional compliance requirements, localization and language customization workflows, multi-partner coordination, distributed delivery across time zones

**Outcome:** Improved speed, consistency, and control of campaign rollout across global partner networks

## **AI-Assisted Media Ingestion — IHG (POC / Internal Tooling)**

*Role: Technical Lead (Concept & POC Development) | Scope: AI-assisted ingestion and cataloging workflow*

- Defined and developed a proof-of-concept workflow integrating media ingestion with AI-assisted tagging and categorization
- Leveraged AWS services including Rekognition alongside media processing pipelines
- Evaluated opportunities to streamline internal operations and reduce manual cataloging effort

**Complexity:** Unstructured media inputs, early-stage AI application, integration with existing workflows

**Outcome:** Demonstrated feasibility of AI-assisted ingestion and informed future workflow design decisions