

HARPER YI

CAPTURING IMAGINATIONS &
GENERATING REVENUE

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ABOUT

I **generate revenue** through multidimensional brand partnerships, storytelling, and integrated marketing. I've worked with **Fortune 500 companies and start-ups alike** to develop dazzling marketing campaigns, strong brand voices and visual direction, and revenue-generating partnership packages. My specialty is in **telling stories that resonate and incite action**— I capture imaginations and dollars.

EDUCATION

The College of William & Mary

Bachelor of Arts in Psychology,
minor in Marketing
Class of 2015

EXPERTISE

- Sales Marketing
- Strategic Partnerships
- Go-To-Market Strategy
- Business Development
- Stakeholder Management
- Client Services
- Content Strategy
- B2B & B2C Marketing
- Branded Entertainment & Integrated Marketing
- Sales Enablement
- Lifestyle & Entertainment

WORK EXPERIENCE

Strategic Partnerships Sales Manager

IFundWomen

Feb 2022 - Feb 2023

A social impact start-up working to close the entrepreneurship gap by helping women get capital, coaching, and connections. Strategic partners power IFW's programs through corporate sponsorship and grant funding.

- Sold \$1.5MM+ worth of partnerships, handling sales development and negotiation from end-to-end.
- Built program proposals, sales materials, pricing models, and reports for multidimensional brand partnership campaigns including grant programs, pitch competitions, and small business accelerators.
- Spearheaded development on an educational television opportunity with Hearst Media Production Group.
- Developed high-impact partnership activations, leading collaboration with product, marketing, and data teams.
- *Clients include: Caress (Unilever), Johnnie Walker, and Vista*

Branding & Proposals Lead

Superlative Technologies

Aug 2020 - Feb 2022

An IT Services firm working for various government agencies.

- Lead all marketing projects in collaboration with Senior Leadership, in-house technology experts, and vendors. These projects include broader marketing strategy discussions as the business scales up, rebranding and website redesign through an outside agency, business collateral and presentation development, and major events.
- Architected new collaborative remote processes and workflows for greater efficiency during the pandemic. These include heavy integration of Microsoft Teams workflows and shared/cloud-based OneNote documentation and planning systems.
- Managed and mentored junior Marketing staff.
- Ran the majority of event marketing operations for the company's virtual booth at the first-ever virtual conference they attended.
- Managed operations and safety protocol development for the company's booth at the first major pandemic-era in-person conference they attended.
- Conducted interviews for entry and junior level positions on the Proposals and Marketing Teams.
- Updated and managed content via Wordpress CMS.
- Designed marketing collateral with Adobe InDesign.

SKILLS

Communications

- Copywriting
- Public Speaking
- Creative Development
- Cross-functional Fluency
- Negotiation

Project Management & Collaboration

- Asana
- Jira
- Trello
- Mondays
- Notion
- Basecamp
- Google Suite
- Microsoft
 - Teams
 - Office Suite
 - OneNote

Sales & CRM

- Pipedrive
- Salesforce

Design & Presentation

- Photoshop
- Keynote
- Powerpoint
- Canva
- Final Cut Pro X

CMS & Content Marketing

- Wordpress
- Squarespace
- Mailchimp
- Hootsuite
- Basic Google Analytics

Misc

- Typeform
- Splashthat

Marketing & Partnerships Manager

Omnicom - Serino Coyne

Jan 2020 - Aug 2020

A creative & ad agency specializing in Broadway musicals and other major live entertainment and tourism properties. Part of Omnicom Media Group.

- Managed relationships with a wide network of stakeholders, vendors, and partners for Broadway shows and other live entertainment properties.
- Produced multidimensional partnership ideas for Broadway shows, including global brands & local New York businesses.
- Collaborated closely with legal, creative, and business teams on projects for family-friendly and sensitive entertainment properties.
- *Clients included: Disney's The Lion King, Disney's Frozen, Dear Evan Hansen, and Ain't Too Proud: The Life & Times of the Temptations*

Integrated Marketing Manager

Digital Trends

May 2019 - Dec 2019

An online publication focusing on technology news, reviews, and insights. Integrated Marketing is a generates revenue through sponsored content and advertising sales.

- Designed sales collateral style guide and template.
- Broke new categories of clients through sales strategy and powerful sales copy.
- Developed cross-platform branded content solutions for both endemic and non-endemic brands.

Sales Marketing Manager (Contract)

VidMob

Mar 2019 - May 2019

A creative AI company revolutionizing video ads by offering data-driven feedback and actionable insights to optimize ad spend and create the most effective video content.

- Built out collateral development processes, managing stakeholders, and leading cross-functional collaboration.
- Wrote and produced a Glossy Award winning submission, including written application, video script, shot breakdown, and overseeing video production and editing.
- Managed Sales Marketing Projects from start to finish. Collaborated with sales team, data team, and designers to create RFP responses, sales sheets, presentations, case studies, and other revenue-focused projects.
- Developed copy for sales proposals, one-sheets, web-based portfolios, sizzle video, and awards submissions.
- Facilitated communication between various parts of the organization to better enable revenue generation and more efficiently utilize design bandwidth.

LEADERSHIP

W&M Asian Pacific Islander Middle Eastern (APIM) Alumni Advisory Board

Inaugural Board Member,
William & Mary Young Guard
An alumni organization promoting equity and inclusion for APIM alumni.

- Developing opportunities for education and connection among APIM alumni around the world.
- Spearheading an initiative to bring alumni together around films by independent APIM diaspora filmmakers.

The Canary Film Project

Associate Producer
A documentary about health equity and the maternal mortality crisis in communities of color.

- Leading marketing, PR, & fundraising efforts.

PROFESSIONAL AFFILIATIONS

Women in Film & Video

Member

She Runs It

Southeast Committee
Formerly: Young Executives Committee, Multicultural Alliance

Broadway Women's Alliance

Member

Associate (Contract)

Rogue Sunday

Sep 2018 - Dec 2018

A digital strategy firm specializing in editorial strategy, content, social, and public relations. Rogue Sunday's clients ranged from thought leaders to social change makers to small businesses.

- Developed unique social content calendars for clients across a variety of industries.
- Executed social posting across Twitter, Facebook, and LinkedIn, using CMS like HootSuite.
- Built media lists for public figures and companies, targeting the most relevant voices and outlets.
- Sent PR pitches to publications, news outlets, tastemakers, and influencers.
- Developed and tracked speaking, workshop, and other PR opportunities for clients.

Marketing & Social Strategy Manager

Tandem Pictures

Nov 2017 - Sep 2018

A indie film production company specializing in features by women and marginalized filmmakers, as well as commercial projects. Tandem Pictures is heavily invested in promoting environmentally sound practices in the film industry.

- Designed new social media visual identity and templates.
- Created new social media strategy and developed ways to continuously build presence, even between new feature project releases.
- Automated elements of social content strategy to help this small independent company optimize resources.
- Wrote and published social media posts across a variety of social media platforms.

Integrated Marketing Manager

Remezcla

May 2017 - Nov 2017

A digital publication and media outlet dedicated to US Latines with a focus on the 18-34 y/o demographic. All content is in English though the team is largely bilingual.

- Led RFP response on cross-functional sales, content, experiential marketing projects.
- Developed culturally-relevant branded content ideas and created materials for revenue-generating partnership opportunities targeted toward US Latines.
- Wrote and designed integrated marketing proposals and associated materials.
- Create sales collateral, case studies, and campaign summaries for custom content, media, experiential activations, and white label agency services using Keynote.
- *Clients included: Universal Pictures, Toyota, and Wendy's*

Sales Development Analyst

Disney - Maker Studios

Nov 2015 - Apr 2017

A Multi-Channel Network (MCN), Maker Studios was the #1 global leader in short-form content and social media influencers, and a part of The Walt Disney Company.

- Responded to 150+ RFPs, developing cross-platform branded content and media solutions, partnering with influencers and utilizing platform-specific strategies to develop authentic, high impact campaigns.
- Provided expert insight on the fast-changing digital entertainment landscape for audiences 13-30.
- Built branded content proposals across a variety of content verticals like gaming, lifestyle, comedy, gaming, music, style, and more, integrating hundreds of top performing content creators on Youtube, Instagram, and Vine.
- Brought in millions of dollars in revenue for the network and its creators.
- Owned the strategic relationship with The Muppets.
- Managed different sets of stakeholders and partners on overlapping projects.
- Collaborated with Disney legal to avoid potential legal liabilities or pain points by maintaining knowledge of industry developments in the burgeoning field of internet advertising, intellectual property law, and consumer regulations, and Disney company policies.

MTV Inner Circle Trendspotter

Viacom - MTV Insights

Jul 2012 - Oct 2013

A research arm of MTV Viacom dedicated to understanding youth and young adult culture to better develop programming and multi-platform engagement strategies. The MTV Insight Inner Circle reported on and discussed various trends in youth culture including media consumption, political and economic mindsets, and more.

- Presented Millennial trend research and analysis to MTV/Viacom producers and executives in person.
- Wrote and designed presentations for executives regarding complex research topics including the hyper-competitiveness surrounding the professional, academic, and personal lives of young people, existential ennui in the internet age, the rise of geek culture, and the fashion and cultural plait of the prepster.
- Led research and discussions around fandom culture, serving as the group's top fandom and geek culture expert.

INTERSHIPS

Sales Development Intern

Disney - Maker Studios

May 2015 - Nov 2015

A Multi-Channel Network (MCN), Maker Studios was the #1 global leader in short-form content and social media influencers, and a part of The Walt Disney Company.

- Designed and wrote copy for advertising and branded content proposal decks in Keynote and PowerPoint.
- Worked exclusively on deals representing \$200k+ in size.
- Maintained strong working knowledge of 100+ of the networks top creators across a variety of content verticals.

Marketing Intern

Canary Connect

May 2014 - Jul 2014

A tech start-up creating a renter-friendly, AI-informed, home security system.

- Wrote copy for ads, landing pages, event sites, and emails.
- Conducted a market research pre-launch study.
- Contributed expertise on social media strategy.

Social Media Intern

OppenheimerFunds

May 2014 - Jul 2014

An asset management company for institutions and High Net-Worth (HNW) individuals. This financial services organization is now known as OFI Global Asset Management.

- Analyzed social media presences across platforms.
- Synthesized trend, platform, and strategy information into reports and presentations.
- Wrote copy for social media accounts in compliance with SEC and FINRA regulations.

Marketing & Promotions Intern

Gannett - DealChicken

May 2014 - Jul 2014

A local deals-oriented site from the company behind USAToday and over a hundred local news organizations.

- I analyzed competitors in the burgeoning local e-commerce deal/coupon space.
- Configured and monitored hundreds of social media promotions and contests.
- Analyzed data on promotions' performance to synthesize into tactical recommendations.
- Wrote copy that appeared in emails, websites, and a national print ad campaign.