

# GINA M. CLEMENTI

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## SUMMARY

- Global and regional brand experience creating strategic marketing plans in the following: Experiential Marketing Communications, Brand Engagement and Digital Engagement
- Strategic digital marketing experience strategizing and executing strong consumer journeys and brand experiences across various apps, social, media and commerce
- Proven ability collaborating and effectively leading internal teams on global, cross-functional and cross-category projects while inclusively leading creative agencies

## EXPERIENCE

**Nike Inc**, Beaverton, OR

2005-2017

*Sr Brand Digital Manager, North America*

- Provide strategic leadership and development of the NA brand digital plans ensuring it connects with overall brand strategy drives consumer acquisition and activation on Nike.com and Nike+ apps
- Drive NA category storytelling through paid media (paid display, promoted social, experiential), organic content (SEO and community), influencer partnerships and digital channels including Nike.com, and Nike+ app platforms
- Managed all high-level projects including paid media and social campaigns from strategy to launch including:
  - Seasonal strategy management for social and digital campaigns
  - Lead creative, social and media agencies on strategy and content production for digital campaigns and activations
  - Responsible for communication, motivating and organizing cross functional teams
  - Manage the production and execution of digital content– scope, timeline, budget
- Highlights: HO16 Just Do It Campaign, Kevin Hart's 'Move with Hart' activation, Track & Field Activation, NikeWomen's Half Marathon, Toronto Half Marathon, Lunar Epic Launch

*Global Brand Digital Manager*

- Provide strategic leadership and development of the Global brand digital plans ensuring it connects with overall brand strategy and drives consumer acquisition and activation with Nike.com and the Nike+ Run Club app while ensuring it scales across all markets
- Drive Global category storytelling through paid media (paid display, promoted social, experiential), organic content (SEO and community), and digital channels including Nike.com, and Nike+ app platforms
- Managed all high-level projects including paid media and social campaigns from strategy to launch including:
  - Seasonal strategy management for social and digital campaigns
  - Responsible for communication, motivating and organizing regional and global cross functional teams
  - Lead creative, social and media agencies on strategy and content production for digital campaigns and activations
  - Manage the production and execution of digital content– scope, timeline, budget
- Highlights: Nike+ Run Club Roll-Out, Global Running Editorial Reset, London 2012 Olympics, Kevin Hart Activation, Free Your Run Activation, Nike+ Run Club App

*Global Brand Manager*

- Create and execute category and seasonal initiatives that drive brand strength and strengthen the connection with consumers including the foundational category brand plan
- Contribute to the strategy development; implementation and evaluation of plans for category and key seasonal marketing initiatives ensuring the marketing strategies support the category brand plan
- Integral in supporting an integrated marketing process creating seasonal directives and ensuring creative and

- strategic alignment across functions in an effective and timely manner
- Project manager focused on key deliverables, which included seasonal directives and creative needs related to key seasonal moments such as the French Open, US Open, Wimbledon Open, and Australian Open
- Lead design and production agencies on development of assets that live in store and at all levels of consumer marketing
- Highlights: Grand Slam Marketing Activations, Clash of the Champions featuring Maria Sharapova, Roger Federer, Rafael Nadal and Viktoria Azarenka, Nike Tennis Brand Plan Reset

*Communications Manager, Asia Pacific HQ*

- Developed and lead strategic communication plans for the athletic training, basketball and footwear categories to support key initiatives to increase brand awareness throughout Asia Pacific; provided guidance to in-country communication teams on execution and coordinated media events (in country and locally) for media
- Integrated with cross-functional team members on the creating of marketing programs to support key initiatives; successfully developed and managed special edition Sole Collector for the Zoom Kobe IV launch that was cross promoted through retail and nikebasketball.com
- Successfully integrated with digital marketing team on content leveraging key athletes and designers; managed and conducted interviews directing editing process for media outreach and viral usage
- Highlights: Beijing 08 Olympics, Kobe IV Sole Collector Collaboration, Women's Media Launches

**Portland State University**, Portland, OR

*Marketing Communications Manager*

2004-2005

- Strategized and managed marketing communication plans to build upon the brand awareness and drive registration for Portland State University's Extended Studies and Professional Development Program; Resulted in a substantial uptick to program awareness and increased enrollment
- Successfully negotiated and managed all media building program brand awareness

**Vaccaro Sports Partnerships**, Portland, OR

*Marketing Manager- EA Sports Roundball Classic*

2003

- Successfully marketed and promoted the largest attended all-star high school basketball game with approximately 20,000 in attendance
- Managed overall marketing plan related to the Roundball Classic including collateral production/placement, media (print and OOH) television production, and game day operations
- Developed and managed relationships with sponsors and partners ensuring maximum event exposure; coordinated all partner needs

**adidas America** , Portland, Oregon

1998- 2003

*Event Marketing Manager (Sports Marketing)*

- Developed and executed annual event marketing plans for adidas Basketball grassroots, collegiate and professional events including ABCD Camp, Hoops in the Sun Summer league, and events surrounding NBA All-Star and Final Four weekends
- Worked collaboratively with all internal marketing teams to ensure that events and sponsorships were maximized for full brand involvement and credibility

*Brand Marketing Coordinator (Sports Marketing)*

- Capitalized on existing athlete partnerships by developing usage strategies to leverage brand initiatives and to integrate these strategies through Retail Marketing, Event Marketing, Brand Marketing and Sales Marketing plans
- Crafted marketing strategy and developed communication materials to support athlete-marketing efforts and deliver athlete image/message consistently and effectively

## EDUCATION

**Gonzaga University**, Spokane, Washington

Bachelor of Arts in Public Relations, Minor in Advertising

