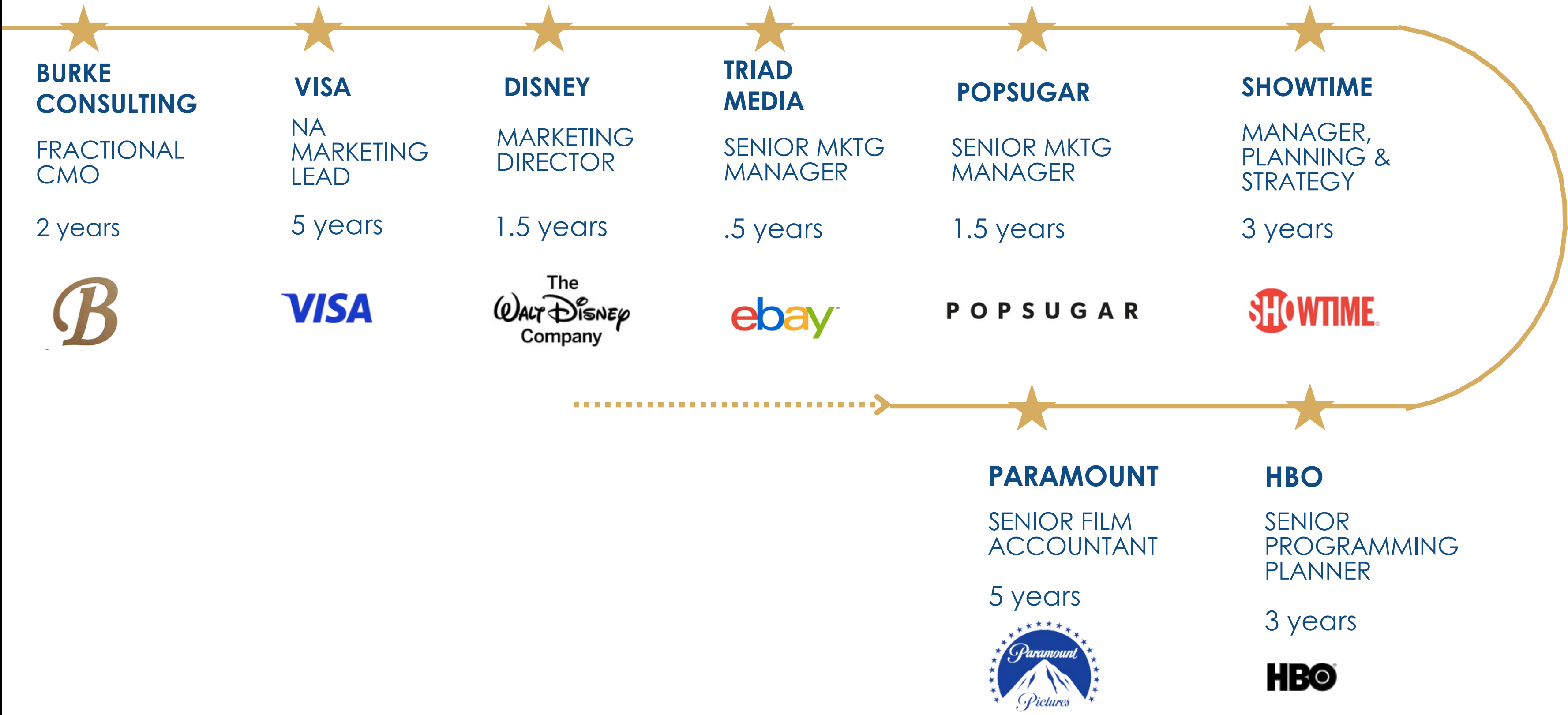


EILEEN BURKE

Director / VP Marketing

CAREER SNAPSHOT





WHO I AM

- Unorthodox thinker laser-focused on emotional messaging that resonates
- Attuned interpreter between executive leadership and agencies that translates creative strategies and the logic of their implementation
- Unconventional performer who can determine if the path requires a linear way of thinking or a disruption of the status quo
- Expressive communicator who excels in personal and professional styles of interaction, combined with a quick wit when the situation calls for it

WHAT DRIVES ME

- Innovative, cutting-edge opportunities
- Building and fostering internal and external partnerships that exceed KPIs
- A profound sense of adventure and creativity
- Supporting companies and initiatives that strive to make a positive stamp on the world



EMPLOYMENT VOWS

My Professional Commitment

- An intuitive emotional intelligence that can read every room and situation
 - A love of industry trends
 - An original storyteller that elevates brands to the next level
 - An approachable authenticity that can both listen and influence
 - Drive and passion to make every campaign its most successful
 - A prolific writer who strives for engagement and clarity
- 

FASCINATION ADVANTAGE REPORT

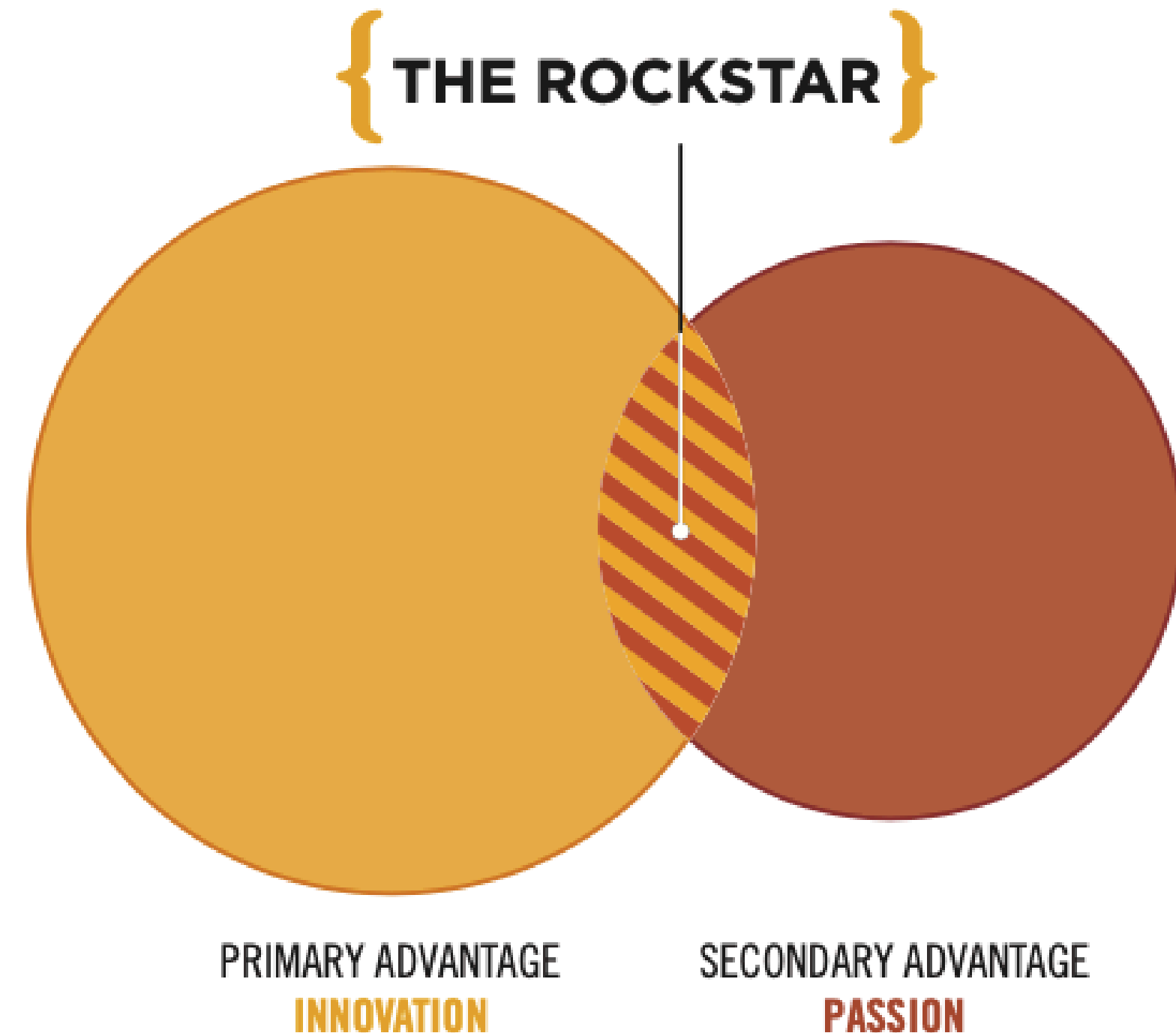
Strengths

I thrive when I'm breaking the mold. As a relationship builder, I reinvigorate teams with energy and passion. I'm a quick-witted and prolific contributor and enjoy making the mundane humorous.

Natural Traits

Bold, artistic, unorthodox, emotive, theatrical, passionate, creative, independent, curious, entrepreneurial, and persuasive communicator.

Thwarts tradition and seeks new options.
Quickly creates warm emotional connections.



BURKE CONSULTING

How I Bring Value

- Counsel founders on data-driven marketing initiatives
- Architect, test, and optimize multi-channel campaigns
- Produce and present YTD insights and campaign recommendations
- Create and design Series A and client decks to secure further funding

Impact & Results

- Thousands of new followers and 50X increased social engagement
- Won a second round of funding from gaming company, Pocket Gems, after writing successful television pilot and bible
- Secured podcast and radio appearances for President to amplify his product messaging



Unify. Innovate. Transcend.

Building the future of retail with ❤️

in Palo Alto, CA



Executive Coaching
Keynote Services
Consulting
Workshops



Unleash the power of story.

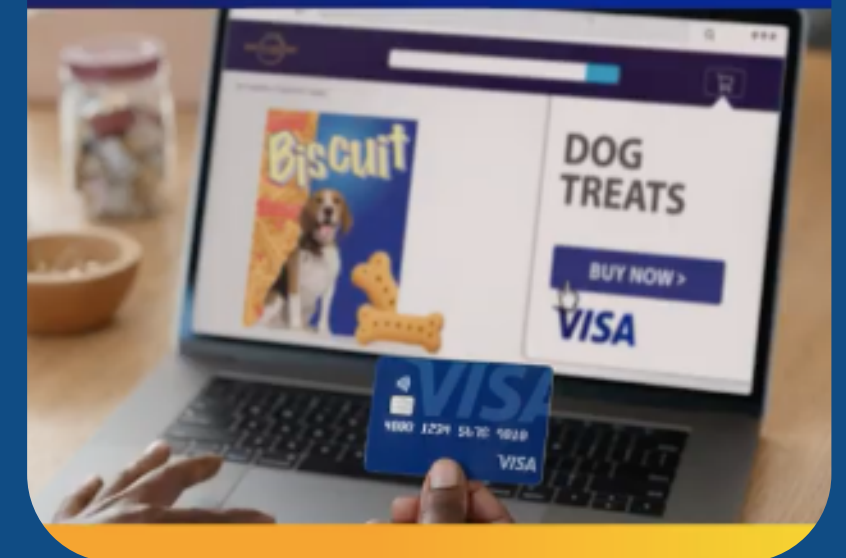
VISA

How I Brought Value

- Selected to lead Visa's most important pandemic marketing strategy - eCommerce
- Sought out new ways to market sponsorship entities
- Created international ad campaign that swayed 7 global regions to depart from corporate pre-determined ads and use my team's creative

Impact & Results

- Outpaced average MROI 3x (\$5.20) with first-ever CTV media buy
- Produced record-breaking video completion rates on social (65%) / CTV/ programmatic (90%) for :15 ad
- Saved \$20M in ad production globally



Love the journey.
Leave the cash.

VISA

Let's Go

THE WALT DISNEY COMPANY

How I Brought Value

- Negotiated 100+ partners into the Disney app and fashioned high-value campaigns
- Produced style guides, branding, messaging for creative agencies to follow
- Uniquely hardwired to be key POC and polished Disney spokesperson
- Delivered weekly pitches to teams at Disney's family of brands across Marvel, ABC, Studios, etc

Impact & Results

- \$16M in earned media via co-branded campaigns
- \$750K - \$1.5M forecasted revenue for partner-funded holiday digital campaign



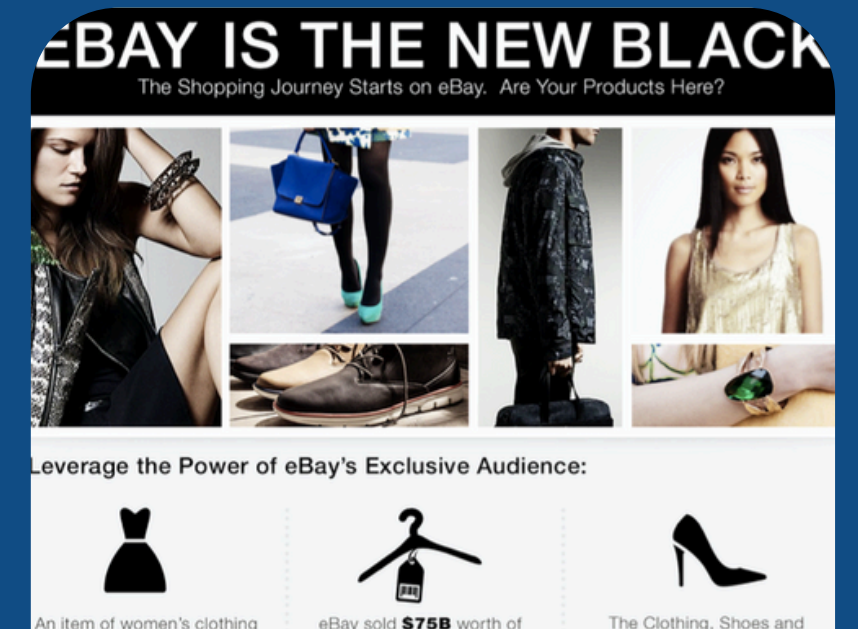
TRIAD RETAIL MEDIA

How I Brought Value

- Translated the complexities behind ebay's first-party data to B2B ad partners
- Penned persuasive messaging and oversaw design for ~150 pieces of sales collateral
- Piloted all marketing and sales events including dinners, parties, and national conferences

Impact & Results

- A boost of 18% in ad revenue in 6 months through powerful data-led brand stories



POPSUGAR

How I Brought Value

- Invented the first-ever nationwide live (online and in-person) Pinterest contest for our partner, Madewell
- Steered my team in pitching unique campaign ideas to major brands
- Mentored two direct reports into earning competitive promotions

Impact & Results

- Brokered barter campaigns valued from \$12K – \$6M that accelerated brand recognition
- Earned \$200K in incremental revenue in 2 hours during Madewell campaign
- Acquired 10K+ paid subs in first 90 days after launch of first physical product, the Must Have box
- Boosted email open rate by 8% and CTR 100% with improved content and links



SHOWTIME

How I Brought Value

- Influenced subscribers to use new streaming trends (Showtime Anytime / On Demand)
- Shattered all convention with annual experiential initiatives like Metropolitan Magazine's Showtime House - a \$50M residence with each room decorated in a show's theme

Impact & Results

- Boosted consumer sales 17% and negotiated \$1M in free annual media in Best Buy marketing channels and in-store



HBO

How I Brought Value

- Established media strategy to champion On Demand viewing
- Chosen as part of the brand strategy team for HBOGO

Impact & Results

- Scheduled a media plan of prime-time, hard-hitting promos that drove On Demand viewership from 1M to 14M+
- True Blood's second season premiere rose 157% over the rookie season premiere and 51% over its finale, due to compelling media buys and innovative branding





EDUCATION & CREDENTIALS

Degrees

- **MBA, Marketing** – Fordham University Gabelli School of Business
New York, NY
- **BA, Communications and Film** – Boston College
Chestnut Hill, MA

Certification

- **Film Production / Cinema Studies** – New York University Tisch School of the Arts
New York, NY

Memberships / Associations

Marketers That Matter
Women in Film
SFFilm
Bay Area Screenwriters

“Almost everything will work again if you unplug it for a few minutes... including you.” – Anne Lamott

“Almost everything will work again if you unplug it for a few minutes... including you.” –

Anne Lamott

”



Screencraft Competition Quarterfinalist; four scripts complete, two novels in progress

NYC Marathon Finisher with another one
on the docket (if my knees hold up!)

Aim to span the globe 2x a year

Riding and training horses since age 12

Read 67 books in 2023, looking to hit 75 in 2024



EILEEN BURKE

UNORTHODOX THINKER FOCUSED ON EMOTIONAL MESSAGING

917.913.3575 | San Francisco, CA

[LinkedIn.com/in/EileenBurkeMarketing](https://www.linkedin.com/in/EileenBurkeMarketing)

EileenBurke00@gmail.com

eiburke.com

