

# NATALIE BALDINI ROMAN, CSM

## Senior Marketing Program Manager

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Impact-oriented and innovative program management leader with over seven years of experience steering the development and execution of integrated marketing strategies, programs, and growth initiatives to connect brands with their target audiences. Adept at using data insights and creativity to craft stories and execute campaigns that set brands apart. Excellent communicator who can lead cross-functional teams and develop an innovation-first work culture while building consensus across priorities.

### Career Highlights

- ✓ Led team to develop and launch a marketing campaign for new crypto assets in app, recognized as **brand's best performing marketing assets** and leading to campaign workflow being used in turn key playbook for future asset listings.
- ✓ Achieved **2020 Best Year on Record for Awesomeness** IG increasing views by **146%**, impressions by **106%**, and new followers by **26%**.
- ✓ Nominated for Emmy for **"Creative Content Producer"** of Light As A Feather XR Experience at Awesomeness/ViacomCBS.
- ✓ Led team to achieve first-ever Emmy nomination for **"Best Interactive Media Experience"** at Awesomeness/ViacomCBS.
- ✓ Directed content production for FB, IG, Snapchat, Twitter, and TikTok, achieving up to **6M** impressions and **338K** engagements.
- ✓ Produced 11,000+ pieces of social content, including pro-social BLM and 2020 elections coverage.

### Core Competencies

Strategic Planning | Process Improvement | Metrics and KPI Tracking | Program and Project Management | Brand Management  
Marketing and Social Media | Campaign Development | Training and Development | Cross-Functional Team Leadership

## PROFESSIONAL EXPERIENCE

### *Senior Program Manager – Marketing | Robinhood, Remote*

Jul 2021 – Aug 2022

- Managed marketing program to market company's products to new and existing consumers, overseeing 65 campaigns across four product areas, including brokerage, money, crypto, and activation; worked with team to track and adjust \$100M+ annual budgets.
- Led development of content and campaigns across owned channels, social media, press and communications, affiliate partnerships, brand partnerships, influencer/celebrity partnerships, paid ads from broadcast, OOH to digital, and SEO.
- Developed go-to-market (GTM) strategy for new company's products and features to increase awareness and engagement.
- Leveraged data from market research, audience research, and competitive analysis to identify relevant marketing channels.
- Drove content partnership with Snapchat to bring financial market news in a digestible and entertaining format.
- Managed brand partnership with Burger King across Twitter, Instagram, Facebook, owned channels in-app and email, and consumer and corporate press and communications in alignment with brand guidelines.
- Championed development of pre-production, production, and post-production workflows as well as reporting mechanisms.
- Created metrics, including views, engagement, sentiment, signups, trading volume, and NPS to monitor performance.

### *Director, Marketing and Social Production | Awesomeness, ViacomCBS, Los Angeles, CA*

Jan 2019 – Feb 2021

- Led a 20-member team to develop and produce marketing and social assets for marketing and brand social campaigns for series and films across Netflix, Hulu, and YouTube Originals, such as PEN15, Trinkets, Light As A Feather, Foursome, and Zac & Mia.
- Managed creative and strategic execution of up to six marketing campaigns with a \$1M budget, using talent to increase visibility and engagement, including Brent Rivera, Alex Wasabi, James Charles, Veronica and Vanessa Merrell, Noah Beck, and Eva Gutowski.
- Drove creative production across Instagram, Facebook, YouTube, Twitter, Snapchat, and Magic Leap.
- Monitored KPIs (views, engagement, and impressions) to track performance, resulting in 97% of goals achieved on time and on budget.
- Established production workflows for remote teams to drive business cadence during COVID-19, increasing performance by 150%.

### *Creative Content Producer | Awesomeness, ViacomCBS, Los Angeles, CA*

Oct 2017 – Jan 2019

- Led a three-member team to drive creative development and production of campaigns, including advertising assets, social video content, and paid ad units for Snapchat, Instagram, Facebook, YouTube, Magic Leap, Oculus, Vive, Broadcast, and OOH.
- Produced Unit Photography and Blooper Reels for Awesomeness's domestic and foreign series and films.

### *Project Manager | SunnyBoy Entertainment, Pasadena, CA*

Nov 2016 – Oct 2017

- Coordinated production of featurettes, digital spots, 360°, and VR experiences for distributions across HBO and YouTube.
- Built and managed production schedules for projects worth \$150K+; tracked digital assets according to MPAA Best Practices.

Other Roles: Senior Marketing Coordinator and Executive Assistant-Creative Advertising, Relativity EuropaCorp Distribution (2014-2016).

## ADDITIONAL INFORMATION

- **Professional Development:** MSP® Foundation & Practitioner Training & Certification at PeopleCert, Certified Scrum Master (CSM) at Scrum Alliance, YouTube Channel Growth at Google Skillshop, and Marketing Courses at California State University, Northridge
- **Technical Skills:** Slack, Trello, Jira, Asana, Wrike, Coda, Figma, Lucid Chart, Red Oak, Contentful, ListenFirst, Adobe Creative Suite, MS Office Suite, and Google Suite