

MiRon Leveston

Marketing Manager

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Top-performing **Marketing Manager** with extensive experience in developing impactful marketing strategies and driving business growth across diverse product categories. Adept at leveraging creative storytelling to develop multi-channel strategies that reach target audiences, enhance brand awareness, and generate measurable results. Effective at leading and managing cross-functional teams, collaborating with stakeholders, and navigating complex projects to ensure seamless execution and campaign success.

Experience

Marketing Manager -- eBay

May 2021 - March 2023

Led marketing associates and coordinators in multiple product categories (Streetwear, Sneakers), taking charge of developing and implementing go-to-market plans and seasonal campaigns. Utilized consumer data and research to craft multi-channel campaigns aimed at increasing category value. Managed cross-functional stakeholders priorities to shape short and long-term marketing strategy and enhance the overall consistency of the end-to-end consumer experience.

- Transformed brand favorability and recognition among Gen Z and Millennials by commissioning and analyzing consumer research, creating a 360-go-to-market campaign, and securing major publisher partnerships, resulting in a 25% increase in brand favorability, a 10% improvement in fashion category sales, and a 28% rise in eBay customers shopping across categories.
- Led category merchandising strategy, briefing internal creative agency on weekly promotions/incentives, brand partnerships, and product launches, thus leading to a 18% increase in category GMV year over year.
- Addressed a 20% quarterly lapse in sellers on the platform by researching seller trends, creating a creative brief for a video content series, and achieving a 40% increase in brand favorability among sellers, with Kantar recognizing it as the Most Effective Digital Video Campaign of 2021.
- Achieved a 25% surge in brand awareness by leading the development and execution of integrated campaigns with cross-functional teams to implement a consistent operational framework supporting strategic initiatives.
- Generated a 30% rise in GMV during owned and paid event activations by designing omnichannel consumer experiences, coordinating efforts across Incentives, Merchandising, Events, and Social.

Marketing Specialist - Aquent (contract with AppleTV+)

Aug 2020 - Mar 2021

Executed full-funnel marketing campaigns across digital and traditional channels to support Apple TV+ initiatives. Established relationships with stakeholders, media, and creative agency partners on the creative development process alongside product teams, internal strategists, and executive leadership to generate awareness and engagement.

- Directed creative agency and internal stakeholders in developing diverse social content series to address awareness and adaptation of the streaming platform and original series, resulting in a 30% increase in social account following and a 20% quarter-over-quarter increase in engagement metrics.

Broadcast Producer - FCB Chicago*Jan 2018 - Aug 2020*

Led the creative production of multimedia campaigns by streamlining workflows and maximizing efficiencies through collaboration with diverse teams across strategy, content, and technical disciplines. Cultivated and maintained strong relationships with creative vendors and production companies, ensuring seamless partnership and execution in dynamic project environments

- Successfully secured and managed creative/production vendors for diverse multimedia projects across a range of renowned brands, including Cox Communications, Michelob Ultra, Pine Sol, and Boeing.
- Achieved a 15% increase in brand satisfaction for Cox Communications during the Back-to-School season by producing graphic, animated, and live-action content series.
- Managed the bidding, schedule, budget, delivery, and interdisciplinary teams for the broadcast production of radio, out-of-home, digital (OLV/social), and television content.

Producer, Brand Partnerships - Complex Media*Feb 2016 - May 2017*

Effectively oversaw all aspects of branded partnerships from strategy to execution, including multimillion-dollar campaign budget oversight, project management, production, and event coordination. Expertise in developing integrated marketing campaigns across digital/social media, video, influencer & talent content, and experiential activations. Cultivated strategic partnerships with talent, creative artists, brands, media, and agencies, delivering successful post-sale campaign management and exceeding project objectives.

- Successfully developed and managed a multi-touchpoint partnership with Puma for the inaugural ComplexCon event, resulting in a 20% increase in brand favorability and a sellout of launch products at the event.

Strategist - OMD Chicago*Oct 2012 - Jan 2016*

Developed media strategy of broadcast, display, video content, sports, and innovation-based initiatives across State Farm and Gatorade accounts. Collaborated with cross-functional teams and agency partners to align strategy and ensure seamless campaign execution for mixed-media marketing initiatives. Conducted analysis and distilled key campaign insights through brand lift studies, viewability, online campaign ratings, and attribution tracking.

- Enhanced State Farm's brand distinction by partnering with NBC and Meta, crafting a video series for the NFL Fantasy Season with existing IP, and securing a Microsoft collaboration for Xbox Kinect, therefore achieving a 30% increase in brand awareness and receiving CIMA Star awards for Innovative Campaign Execution and Best Use of Gaming.
- Elevated Gatorade sales during peak athlete season by requesting proposals from trusted partners, collaborating with VICE to create a video content series, and developing an efficient media plan that resulted in a 12% increase in product sales and a 21% rise in brand favorability.

Skills

Marketing Strategy • Campaign Management • Digital Engagement • Event Activation • Partnership Management • Creative Production • Go-to-Market Planning • Project Management • Innovation • Budget Management • Content Development • Product Marketing • Media Planning • Stakeholder Engagement • Strategic Planning & Execution • Data Science

Education

University of Illinois Urbana Champaign*Aug 2007 - May 2011*

Bachelor of Science

- Major in Advertising, Minors in Communication