

WILLIAM M. BELL
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SUMMARY

Brand strategy professional with 20 years of experience in marketing, advertising, public relations, experiential marketing, and business development. Creative and service-oriented, with expertise in developing successful marketing campaigns working across integrated agency teams for a variety of clients in both the U.S. Hispanic and general markets.

EXPERIENCE

June 2020-Present **COMCAST NBCUNIVERSAL** New York, NY

Executive Director, Multicultural Communications

- Direct external multicultural communications for Comcast corporate, targeted primarily at Hispanic, Black, and Asian American consumers.
- Develop and execute PR campaigns around new product launches, company announcements, key tentpole moments (i.e., heritage months and holidays), and community investment initiatives.
- Drive engagement with Black and Hispanic media and influencers through bespoke events, paid and earned social media, SMTs, and experiential marketing.
- Manage multiple PR agencies to secure positive media coverage for Comcast.

Sept 2019-June 2020 **FLAVIAR** New York, NY

Brand Director

- Manage external communications for Flaviar and Flaviar's exclusive liquor brands to garner millions of positive earned media impressions.
- Develop and execute marketing campaigns to drive sales, product launches and member acquisition.
- Produce original events, including the company's largest ever virtual crowd-blending, to raise brand awareness and acquire thousands of new Flaviar members.

Oct 2018-Aug 2019 **EXPOSURE COMMUNICATIONS** New York, NY

Account Director, Consumer Lifestyle

- Directed agency's top two spirits accounts, Jose Cuervo and Hangar 1 Vodka, and developed comprehensive strategic communications programs to meet KPIs and drive business objectives.
- Produced events in key markets and FAM trips to the Jose Cuervo and Hangar 1 distilleries to drive positive media coverage and build relationships with influential bartenders/mixologists.
- Pinpointed relevant events and sponsorships to grow existing client accounts, generate additional media coverage, and drive incremental revenue for the agency.
- Identified new business leads and developed proposals for new business pitches.

July 2017-Oct 2018 **FACTORY 360** New York, NY

Account Director, Public Relations and Experiential

- Founded and led first-ever PR division for experiential marketing agency after helping it become AOR for Cross River Bank, an emerging leader in the FinTech industry.
- Established client goals, priorities, and target audiences, ensuring that all programs and resultant work achieved these objectives.
- Managed, produced, and executed experiential marketing campaigns for top agency clients, including Uniqlo, AARP, and Garden of Life.
- Identified new business opportunities, developed proposals, and participated in new business pitches.

2014-2017 **HAVAS FORMULA and HAVAS FORMULATIN** New York, NY

Associate Director, Lifestyle, Consumer Technology, and Multicultural

- Provided ongoing strategic guidance to a wide variety of lifestyle, multicultural, and consumer technology clients, including Tecate, Brown-Forman, SodaStream, Bugaboo, Edible Arrangements, Wonderful Pistachios, Chuao Chocolatier, GlassesUSA.com, and Bushmills Irish Whiskey.
- Identified and engaged with influencers, lifestyle experts, and celebrities to amplify client campaigns.
- Led media training and messaging architecture sessions for new clients.

2013-2014	EDELMAN <i>Senior Account Supervisor, Multicultural</i> <ul style="list-style-type: none"> Served as primary client contact and developed comprehensive multicultural public relations campaigns for CPG brands including Unilever, Kimberly-Clark, Kellogg's, Johnson & Johnson, Campbell Soup Company, and V8 Splash. Managed team of eight account managers and worked with general market teams to ensure quality and operational performance of accounts and meet client objectives. Oversaw core financial constructs including revenue, profitability, forecasting, and budget issues. 	New York, NY
2012-2013	SERINO/COYNE <i>Account Supervisor, Scott Rudin Productions</i> <ul style="list-style-type: none"> Served as account lead for multimillion-dollar client Scott Rudin Productions (SRP). Managed advertising, marketing, and social media strategies for SRP shows, including "The Book of Mormon," "The Book of Mormon Tour," "Death of a Salesman," and "Testament of Mary." Supervised team of account executives, liaised with multiple Serino/Coyne departments, and collaborated with external PR and graphic design agencies to develop successful marketing campaigns. Managed client media buying and production budget of more than \$8,000,000/year. 	New York, NY
2010-2012	JEFFREYGROUP <i>Senior Account Manager, U.S. Hispanic Communications</i> <ul style="list-style-type: none"> Directed 12 key accounts that generated more than \$1.5 million/year for the agency, including Volkswagen, UnitedHealth Group, Pantelion Films, Fox Hispanic Media (Utilísima, NatGeo Mundo, FOX Deportes), Jose Cuervo, Johnnie Walker, Colgate, and T-Mobile. Developed Hispanic communications programs for clients and consulted on effective strategies for marketing to U.S. Hispanics. Partnered with agency president to drive business development initiatives and increased revenue for U.S. Hispanic division by more than \$200,000/year. 	New York, NY
2008-2009	THE ADVISORY BOARD COMPANY <i>Associate Director, Marketing and New Business Development</i> <ul style="list-style-type: none"> Developed and executed strategic plans for selling services to prospective clients. Built sales relationships by meeting with senior executives to discuss their business issues, present best practice solutions, and convey value proposition of The Advisory Board's services. Successfully acquired new clients and exceeded assigned new revenue goal of \$400,000 by 6%. 	New York, NY
2006-2008	THE BRAVO GROUP <i>Assistant Account Executive</i> <ul style="list-style-type: none"> Executed national Hispanic advertising campaigns for five Kraft brands (Oreo, Chips Ahoy, RITZ Crackers, Honey Bunches of Oats, and Honey Bunches of Oats). Developed internal multicultural training program for AstraZeneca employees. 	New York, NY
2004-2006	TIME WARNER INC. <i>Marketing and Arts Development Associate</i> <ul style="list-style-type: none"> Reviewed grant requests and drafted funding recommendations. Assisted in the planning and execution of Time Warner sponsored events, including the American Black Film Festival, and the National Association of Latino Independent Film Producers Conference. 	New York, NY
EDUCATION	NEW YORK UNIVERSITY, LEONARD N. STERN SCHOOL OF BUSINESS MBA, Specialization in Marketing and Product Management	New York, NY
	GEORGETOWN UNIVERSITY Bachelor of Science in Spanish, Business Minor	Washington, DC
	UNIVERSIDAD COMPLUTENSE DE MADRID Completed seven months of study in Spanish university system	Madrid, Spain
LANGUAGES	<ul style="list-style-type: none"> Native proficiency in Spanish and fluent in Portuguese 	