

## PROFESSIONAL SUMMARY

Award-winning digital marketing strategist with 10+ years of experience in social, data, and audience engagement. A curious mindset analyzing emerging trends and results. Detailed project manager problem-solving on a macro and micro level working cross-functionally with teams. With a strategic, analytical, and creative background, eager to join, lead, and contribute to an amazing team and company.

**TOMMY  
LIU**



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## EXPERIENCE

### Universal Pictures

One of Hollywood's "Big Six" film studios

#### Director, Multicultural Marketing | Feb 2022 - Jul 2022

- ▶ Leverage cultural intuition to develop and manage inclusive marketing ideas under a unified global campaign strategy serving to audiences including multicultural Millennials and Gen Z, and Black, Hispanic, AAPI, and LGBTQ+ communities
- ▶ Lead the development and execution of multicultural digital marketing ideas across social, earned and paid media
- ▶ Harness strategic partnerships (influencers, brands, platforms, etc.) across key moviegoer interest verticals
- ▶ Collaborate with colleagues from digital, media, publicity, music, and creative to produce bespoke multicultural tactics

### Stage 13 | Warner Bros

A studio creating diverse and multicultural scripted and unscripted TV/films for Netflix, HBO, HBO Max, and more

#### Marketing & Communications Manager | Apr 2017 - Feb 2022

- ▶ Establish and spearhead tentpole digital campaigns including strategy, social, earned/paid, talent, events, and lifecycle
- ▶ Steward creative and content development for social/digital assets, AV, branding, voice, interviews, PR, key art, websites, contests/sweeps, shoots, and activations
- ▶ Analyze analytics to adjust approach maximizing reach and minimizing costs, saving hundreds of thousands of dollars
- ▶ Create best practice frameworks to ensure content, budgets, and calendars are efficient and effective for growth
- ▶ Develop and present plans/reports to leaders/stakeholders
- ▶ Manage a team of coordinator, interns, agencies, vendors, and platform partners for cross-functional collaborations

## PROFICIENCIES

Management Ideation

Social Media & Digital

Design Strategy

Research Analytics

Social Listening

Finance & Budget

Experiential Writing

Content Creation

Presentation Building

## TOOLS

Sprinklr WordPress

Photoshop Sysomos

Sprout Social Wix

Influential 8Cloud

Keynote Google Doc

Excel PowerPoint

Microsoft Teams Snap

Instagram Facebook

Twitter TikTok

Clubhouse WeChat

Reddit YouTube

## PERSONAL SUMMARY

Passionate about tactful marketing and entertainment; largely film and television followed by music, games, and books, both domestic and international, seeking opportunities to combine both spaces in fun and innovated ways. An enthusiast of pop culture, writing, and supporting communities, wanting to make an impact. Recently partnered with legendary hip-hop group Wu-Tang Clan on an upcoming project for a global audience.

## EXPERIENCE

### **Golin | Nintendo of America**

A holistic global communications agency designed and built to win in a complex digital world; agency of record for Nintendo

#### **Digital/Social Manager | Oct 2014 - Mar 2017**

- ▶ Lead five to nine concurrent campaigns to reach KPIs, improve engagement, and drive sales/actions
- ▶ Plan and implement strategies for domestic/international audiences to grow social accounts to over 20MM followers
- ▶ Track and report metrics and insights for campaign analysis
- ▶ Supervise an associate and intern

### **Sensis Agency**

An integrated full-service multicultural marketing agency

#### **Content Strategist (Freelance) | Jan 2014 - Oct 2014**

- ▶ Strengthen content strategy for websites

### **Supercool Creative**

A digital creative agency specializing in big ideas, social media, integrated digital campaigns, and video production

#### **Sr. Digital Marketing Strategist | Oct 2008 - Jan 2014**

- ▶ Build social media marketing plans for brands including Pizza Hut, T-Mobile, Capcom, Atari, IBM, and others
- ▶ Coordinate video production shoot
- ▶ Identify and research marketing and digital trends

## EDUCATION

### **California State Polytechnic University, Pomona**

B.S. in Marketing (Cum Laude) | Sep. 2006 - Jun. 2008

- ▶ Sacramento City College | Aug. 2003 - May 2006

# TOMMY LIU

Marketer, storyteller, traveler,  
& hip-hop head

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## MARKETING AWARDS

MarCom 2022

w3 2022 & 2020

Cynopsis Best of 2021

PRO 2020

Telly 2020 & 2018

Shorty 2020 & 2016

## STRENGTHS

Passion Collaboration

Resiliency Ambition

Resourcefulness

Storytelling Adaptive

Efficiency Creativity

Communication

Multitasking

## WEAKNESSES

Ice Cream

## INTERESTS

Film Television

Animation Travel

Internet & Pop Culture

Writing Community