

ERICK SIGMOND

BRAND EXPERIENCE STRATEGIST



CONTACT

📞 214.695.6802
✉ erick.sigmond@gmail.com
in LinkedIn.com/in/ericksigmond
🖥 ericksigmond.xyz

HELLO, IT'S NICE TO MEET YOU

As a strategist, I believe that great creative has the power to move people to action, and that the most impactful brand experiences stem from a universal human truth. Over the past decade, I've developed a wide variety of strategies — from social content and messaging to shopper and integrated activation — for a multitude of brands.

EDUCATION

**BACHELOR'S DEGREE,
MARKETING**
University of Texas at Arlington
2010 — 2014

SKILLS

Digital & Social Strategy
Integrated Marketing
Brand Experience
Shopper Marketing
Consumer Experience (CX)
B2B, B2B2C, & B2B Marketing
Emerging Technology & Web3
Omnichannel Strategy
Interactive Experience
Team Leadership & Development
New Business Development
Partnership & Relationship Building
Client Success

WORK EXPERIENCE

TMA (THE MARKETING ARM)

Senior Director, Brand Experience Strategy | 2023 - Present

Leading a team focused on building connected consumer experiences, defining content strategies, and building communities to create cultural resonance for brands through engagement and advocacy.

- Led strategy within the agency's recently created Brand Experience Team and developed the foundational processes, frameworks, documents, and organizational structure for the department.
- Assisted with the rollout of the agency's proprietary brand measurement tool, Cultural Resonance Score™ (CRS) — identifying the right opportunities to bring the solution to both new and existing clients and selling it in.
- Developed and refined new business pitches and provided strategic consultation to support the agency's internal transformation efforts.

Director, Connections Strategy | 2021 - 2023

Served as a subject matter expert on the latest emerging trends/technologies for the agency and identified opportunities to leverage in campaigns. Provided guidance and support as a mentor to senior consumer strategists, assisting them with the development and achievement of professional goals.

- Boosted organic social volume (impressions and engagements) for ExxonMobil clients (Exxon & Mobil Stations) by 37% YoY in 2022.
- Spearheaded campaign development for a diverse range of brands across a variety of industries, including Consumer Fuels, BevAlc, Medical, and CPG.
- Revamped and executed both paid and organic social strategies and devised comprehensive content plans.
- Worked with cross-functional teams to strategize, plan, and implement innovative emerging technology activations, including AR/VR experiences, proto-metaverse campaigns, NFT initiatives, and Web3 projects.
- Led and supervised high-performing team of social strategists, media strategists, and community managers while fostering collaborative and productive work environment.

ERICK SIGMOND

BRAND EXPERIENCE STRATEGIST

INDUSTRY EXPERIENCE

CPG
Spirits & BevAlc
Auto Retail
Rideshare
Insurance
Financial Services
Airline
QSR
Commercial Real Estate

BRAND EXPERIENCE

State Farm
Philips Respironics
Pernod Ricard
Advance Auto Parts
DieHard Batteries
Papa Murphy's
California Lottery
ExxonMobil
MTN DEW
Pepsi
Gatorade
Doritos
Ruffles
American Airlines
Wendy's
Uber
Newell Brands
Lay's
Flamin' Hot
Tostitos
Laura Geller

WORK EXPERIENCE CONTINUED

MOTIVE - A PROJECT WORLDWIDE AGENCY

Senior Digital Account Manager | 2020 - 2021

Planned and directed development and execution of digital experience for media-to-shelf (M2S) campaigns and consumer engagement programs for brands across the PepsiCo and Frito-Lay portfolios, managing all digital development work streams while serving as primary point of contact for clients.

- Led the development and implementation of Ruffles' first-ever 3D interactive web experience.
- Created evergreen content hub that features guides, activities, and inspiration to explore and enjoy the great outdoors for MTN DEW enthusiasts.

TMA (THE MARKETING ARM)

Senior Strategist | 2019 – 2020

Directed the development and implementation of the agency's Voice technology capabilities, while assuming the role of subject matter expert in the consumer engagement division. Crafted user experiences, optimized tactical ecosystems, and mapped out effective consumer journeys for shopper, e-commerce, and acquisition campaigns.

- Developed the end-to-end campaign strategy for Yankee Candle's Holiday 2020 experience, garnering 750K views from 82K unique users.
- Led creative briefings for campaigns of various sizes across multiple brands in travel, CPG, consumer fuels, and QSR sectors.
- Created a comprehensive regional marketing activation strategy for American Airlines to drive customer engagement and loyalty.
- Managed and optimized airline client's partner microsites and leveraged data-driven insights to continuously refine and improve acquisition strategy.

Digital Strategist | 2018 – 2019

Crafted consumer experiences alongside our media partners/platforms and developed the agency's strategic approach for voice technology.

- Devised detailed 360 tactical campaign ecosystems for brands under Frito-Lay portfolio and enhanced digital consumer engagement strategies.
- Achieved almost 1M visits and a total of 2.5K e-comm orders by revamping the execution strategy for Lay's inaugural DTC promotional digital shopping experience in the US market.
- Directed the development of FLVP's initial Amazon Alexa voice experience and earned a prestigious internal accolade at Frito-Lay.

ERICK SIGMOND

BRAND EXPERIENCE STRATEGIST

PROGAMS & PLATFORMS

Sprout Social
Sprinklr
Google Analytics
Meta Business Manager
Meta Ads Manager
LinkedIn Business Manager
LinkedIn Campaign Manager
YouGov
MRI Simmons
GWI
Google Business Suite
Microsoft Office 365

OTHER EXPERIENCE

WHEELER ADVERTISING

Social Media Marketing Intern
2014

QUEST EVENTS

Operations Manager
2011 - 2015

FUN FACTS

Attended the Cannes Lions Festival of Creativity for the first time in 2023

Lover of all things Bravo and an avid reality television fan

Architecture and design enthusiast, with a deep passion for anything mid-century modern, brutalist and/or Scandinavian

WORK EXPERIENCE CONTINUED

SIMPLE MEDIA - DIGITAL CONSULTANCY & STUDIO

Digital Strategist & Account Manager | 2017 - 2018

Streamlined campaign management processes and ensured timely delivery of high-quality assets. Created compelling digital content across multiple platforms to captivate audiences. Recruited to enhance and implement digital marketing strategies and optimize the agency's paid media campaigns.

- Conducted in-depth analysis to improve digital and social strategies and headed paid media execution, while leveraging data-driven insights to optimize ad spend and drive ROI.
- Oversaw and coordinated client accounts and projects, thereby guaranteeing successful website launches, seamless execution of digital campaigns, flawless photo/video shoots, and innovative creative/content development.

REGUS

Head of Social & Display (Global), Paid Search (North America) | 2017

- Tailored specific targeted segments across various markets for optimization and implementation of paid social and display lead-generation campaigns.
- Spearheaded the successful integration of an automated local-language content distribution tool to enhance our global organic content strategies.

Marketing Manager, Digital & Social | 2016 – 2017

- Overhauled and improved North America's digital marketing strategy by directing paid search, local listing, display, mobile app adoption, and digital lead generation initiatives with a \$14M annual budget.
- Created compelling web content, established streamlined reporting and measurement processes, and designed and implemented a comprehensive organic social media channel strategy.
- Managed website and mobile app maintenance, conducted thorough quality assurance testing on landing pages to optimize user experiences, and developed an enhanced virtual tour and photography experiences to showcase products and services more effectively.

Digital Marketing Coordinator | 2015 – 2016

- Oversaw and streamlined day-to-day operations of internal photography program and addressed website content issues by employing effective solutions to enhance user experience.
- Conducted thorough testing and quality assurance checks to identify and resolve website and issues.
- Optimized re-launch of web portal lead-generation channel by performing in-depth traffic analysis, audits, and research.