

# GINA CLEMENTI

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**An energetic, inspiring, and consumer-centric senior marketing and brand leader** with year-over-year success in captivating audiences, driving brand affinity and accelerating growth/performance on behalf of industry leading organizations and iconic brands – Including Nike, adidas and Micron Technology.

**A passionate innovator** who combines strategy, storytelling and analytics to transform teams, brands and programs and navigates complex, matrixed environments with ease, as evidenced by global digital brand reset for Nike's innovative Nike Running category.

**A masterful storyteller with comprehensive digital experience** and a consistent track record of inspiring people to love products and brands through integrated strategies, compelling content, and never-been-done consumer experiences.

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## AREAS OF EXPERTISE

Integrated Marketing Leadership  
Brand Strategy & Development  
Brand Storytelling  
Direct-to-Consumer Marketing  
Consumer Retention Initiatives

Creative Direction & Innovation  
Go-to-Market Strategy & Launch  
Digital Marketing & E-Commerce  
Cross Functional Team Leadership  
Supervision, Training & Coaching

C-Level Collaboration & Engagement  
Experiential Marketing  
Content Marketing & Production  
Consumer Insights & Engagement  
Relationship Building & Networking

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## PROFESSIONAL EXPERIENCE

**Micron Technology**, Portland, OR

**2021 – 2022**

### ***Global Director, Integrated Digital Marketing***

Led the planning, development, and execution of fully integrated, multi-channel go-to-market strategies bringing Micron's brand to life building awareness and affinity. Built a center of excellence for the successful strategy, planning and execution of the company's key moments, events and product launches through paid media, SEO, social, executive voices, events, web and interactive channels.

- **Led Micron's Global Advertising program building brand awareness and affinity.** Set benchmark KPIs and developed a media strategy inclusive of paid search/SEM, paid social, display, CTV, OTT, endemic and thought leadership opportunities.
- **Developed Micron's corporate social playbook and content strategy** that's saw a 25% YOY increase in followers. Launched the @micronceo handle and executive strategy.
- **Develop brand messaging personas**, crafting compelling stories, and create messaging and inspirational campaigns.
- **Built a multi-channel marketing team** of 10 director report to story tell, engage, and connect with key audiences. Success measured by annual KPIs and increased team engagement scores.

**PROVIDENCE HEALTHCARE**, Portland, OR

**2019 – 2021**

### ***Director, Brand Marketing***

Stepped into a senior marketing leadership role for Providence's Provider Solutions & Development (PS&D), a disruptive incubator owned by the 51-hospital health system. Reported directly to the COO with primary focus on building then leading a ten-member brand team to support PS&D as it transforms the broken provider marketplace and build communities with access to care.

- **Transformed an operationally focused function to become a respected strategic driver for PS&D.** Provided strategic leadership to develop and execute a consumer-centric brand strategy and vision from the ground up.
- **Rapidly scaled the organization's insights and research capabilities**, enabling a more robust understanding of consumer behavior and marketplace shifts.
- **Built a multi-channel performance marketing team** to story tell, engage and connect with providers and health systems.

**NIKE, INC.**, Beaverton, OR

**2005 – 2017**

### ***Sr. Brand Digital Manager, North America | 2015 – 2017***

Tapped to reset digital strategies, storytelling and the overall brand ecosystem for North America. Specifically, worked to ensure that digital strategies aligned with Nike's overall brand strategy and drove consumer acquisition and engagement. Managed the performance of a four-member team as well as creative, social and media agencies involved in organic content, paid media, influencer partnerships, Nike.com and the Nike App. Worked cross-functionally with merchandising, product and regional leaders to maximize the impact of key initiatives.

- **Delivered a disruptive Holiday 2016 media campaign** – Just Do It – that increased consumer engagement and sales during the cold-weather months. Shifted the mindset of global athletes and drove consumers to Nike.com for seasonal running and training apparel.

- **Led digital marketing planning that drove record sales around the Nike Women's Half Marathon (2014).** Swapped the traditional pre-race expo out for a digital scavenger hunt, bringing runners into the store across race weekend.
- **Administered full life cycle content management for the Nike app** for the Nike Running division, from BETA stages to rollout.

#### **Global Brand Digital Manager, Nike Running & London Olympics | 2011 – 2015**

Pivoted career as means to expand strengths in digital-first marketing. Provided strategic leadership and vision for global digital brand plans designed to drive consumer acquisition and activation for Nike.com and Nike+ (Nike app, Nike+ Training Club, Nike+ Run Club) and ensure global scalability. Managed high-profile, end-to-end paid media and social campaigns. Also, directed the content strategy and creative efforts of external social and media agencies, ensuring alignment across all stakeholders.

- **Maximized the impact of the [rebrand of Nike+ Run Club](#)** by creating a digital toolkit that enabled leaders across every Nike geography to build and activate their own local Nike+ Run Club.
- **Drove the cross-category digital brand activation for Game On, World**, a gamified, Nike+ enabled experience that allowed athletes from around the world to compete with one another. [The campaign](#), which was tied to the London 2012 Olympics, increased engagement with Nike+ Run Club and training apps while driving traffic to Nike.com.
- **Boosted Nike+ Run Club member activation** while driving traffic to Nike.com through leadership over an impromptu brand partnership with comedian Kevin Hart ([#runwithhart](#)). The activation promoted Hart's "spontaneous 5k's" he'd promote while on tour. The campaign was so successful that it led to a long-term partnership with Hart.

#### **Global Brand Manager, Nike Tennis | 2009 – 2011**

Promoted to support a brand reset for Nike Tennis, with specific focus on developing and executing on category and seasonal initiatives designed to drive brand affinity and deepen consumer engagement. Also, served as project manager over several high-profile global programs, including the French Open, U.S. Open, Wimbledon Open and the Australian Open.

- **Developed groundbreaking brand plans that ultimately served as foundational strategy for Nike Court**, [Nike's tennis-inspired product line](#) that serves a wider lifestyle consumer (vs. a pure performance-seeking athlete).
- **Drove brand strategy and planning for the Nike Clash of the Champions event – a powerful exhibition showcase** featuring tennis icons Roger Federer, Maria Sharapova, Rafael Nadal and Victoria Azarenka. Also, set creative brand direction and managed marketing activations around numerous additional Grand Slam events.

#### **Communications Manager, Asia Pacific | 2005 – 2009**

Developed and led strategic PR plans that supported Nike's efforts to drive brand awareness in Asia Pacific, across multiple categories. Partnered with cross-functional teams – including in-country communication leaders – in executing on integrated marketing communications initiatives, coordinating media events and managing media outreach and press interviews.

- **Co-developed and managed a special edition Sole Collector** – a leading online publication that dives deep into sneaker culture – for the Zoom Kobe IV launch. The publication was so successful that it was cross-promoted throughout Nike Retail and on NikeBasketball.com.
- **Played a key role in Nike's uniform unveiling at the Beijing 08 Olympics.** Created all media materials and messaging around [Nike's release of 22 new Chinese Federation uniform collections](#), which married the cultural traditions of China with footwear and apparel specifically designed to accelerate athletic performance.

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#### ADDITIONAL RELEVANT EXPERIENCE

##### **SoulBrand Consulting, Principal / Marketing & Brand Consultant** **2017 – 2019**

A consultancy specializing in helping industry leading clients focus and integrate their brand's messaging and digital strategies.

##### **Portland State University, Marketing Communications Manager** **2004 – 2005**

Leveraged marketing communications to drive enrollment in PSU's Extended Studies and Professional Development program.

##### **adidas America, Event Marketing Manager / Brand Marketing Coordinator** **1998 – 2003**

Crafted marketing strategy and developed communication materials to support athlete-marketing efforts and deliver athlete image and messaging consistently and effectively.

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#### EDUCATION

**Bachelor of Arts, Public Relations (Minor: Advertising) | Gonzaga University, Spokane, WA**