

## PROFILE

I have a proven ability to develop then communicate memorable brand stories, leading every step of the way from insights to flawless cross-channel execution, and become a trusted client partner in the process

## CONTACT

*"It's hard to come across standout talent like McCord." - Jason Coe, HP Sprocket brand manager*

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 [McCordChapman.com](http://McCordChapman.com)

## SKILLS

*"McCord is strategically minded and solution oriented, often contributing to ideas." - Blake Bentzen, Director of Strategic Collaboration, Inspira*

- › Brand & marketing strategy
- › Concepting & creative collaboration
- › Client development
- › Project management
- › Event planning & execution
- › Communications
- › Digital execution
- › Retail marketing
- › Sponsorship management

## EDUCATION

**LEHIGH UNIVERSITY** Bachelor of Arts  
Philosophy and Music

## EXPERIENCE

### Match MG | March, 2019 - Present

#### *Account Supervisor | June, 2019 - Present*

- Serve as key agency contact on all omni-channel executions for the Nestlé Ice Cream Portfolio
- Agency lead for Fujifilm, including digital, in-store, & social photoshoots
- Develop final 2019 Nestlé recaps, including national & key retailer programming
- Lead 2020 Nestlé Ice Cream national planning & support account specialists on retailer plans
- Manage financials on \$1.4mm of business, including SOW development, budget allocation & reconciliation, profitability analysis, & revenue projections. \$250k incremental
- Copywriting on both Nestlé & Fujifilm projects
- Manage creative development for all assets across both accounts

#### *Account Manager (Freelance) | March, 2019 - June, 2019*

- Production lead on company-wide experiential training events in Omni-channel marketing for Nestlé USA
- Partner with executive client team to develop all training content & activities, including in-depth research of omni-channel capabilities for multiple key retailers & outside vendors
- Manage on-site execution & logistics for six training events with both traditional presentations & brainstorming and off-site travel experiences, reaching over 500 employees
- Manage creation of all elements, including multiple videos (both animated & live-action), simulated online experiences, and printed materials
- Copywrite for all elements and lead finalization of presentation deck(s)

### Inspira Marketing | December, 2017 - November, 2018

#### *Senior Program Manager (Freelance) | July, 2018 - November, 2018*

- Lead in-market execution for 35+ event Poland Spring 'Calling 207' tour, including sweepstakes, social photography, public relations, & philanthropic events
- Maintain client relationship; Lead local development & program recap/analysis

#### *Strategic Account Manager (Freelance) | December, 2017 - July, 2018*

- Serve as key account manager for Nestlé portfolio, managing experiential plan creation across 4 brands, with total budgets of \$1.5mm
- Lead development of plan and serve as part of winning pitch team for Poland Spring
- Develop & execute digital, social (paid & organic), influencer, and media elements to complement experiential activations
- Collaborate across departments to bring new business projects from initial research and briefing through final execution

### TracyLocke | August, 2016 - November, 2017

#### *Account Supervisor (HIP) | March, 2017 - November, 2017*

- Serve as key client contact for all projects across 'star' home printing products, including worldwide product launches & updated communications
- Oversee creative development and execution of HIP's US sales meeting
- Manage over \$500,000 of incremental work across multiple business units, including photography, video, digital assets, and executive presentations

#### *Senior Account Executive (HIP) | August, 2016 - February, 2017*

- Manage and develop new commercial (B2B) PC account
- Develop new product marketing strategy and value propositions with executive clients
- Develop structure and story of executive presentations with global managing director; oversee creative design
- Lead execution of incremental projects, including creative development & production of 20+ print & digital assets for 2017 Mobile World Congress, generating 10mm+ impressions

### Epsilon/Ryan Partnership | January, 2012 - August, 2016

#### *Account Supervisor (Nestlé Waters) | October, 2015 - August, 2016*

- Manage all shopper & experiential strategy, execution, and projects for four brands
- Lead 2017 experiential and shopper planning for multiple brands, with inter-agency team
- Work directly with client business unit director to manage workflow and ensure visibility

#### *Account Executive (Nestlé Waters) | September, 2014 - October, 2015*

- Serve as key client contact for multiple brands on experiential and shopper programs
- Develop, manage, and execute experiential programs with budgets above \$500,000, including leadership of multiple partner relationships, resulting in over 1mm samples

#### *Associate Account Executive (Nestlé Waters) | March, 2013 - September, 2014*

#### *Strategic Research Coordinator (Ryan Dark Horse) | January, 2012 - March, 2013*

- Serve on new business team leveraging research, analytics & writing skills
- Participate in insight-driven ideation & program development initiatives across clients
- Conduct consumer research, including ritual, historical, psychological and academic studies along with consumer interviews and competitive analysis

Additional information, testimonials, and case studies are available at [McCordChapman.com](http://McCordChapman.com)