

Anna Baxter

Skills: Digital Marketing & Advertising ▪ Integrated Marketing ▪ Audience-Driven Creative & Media Strategy ▪ Film Marketing ▪ Gaming ▪ Ad Tech ▪ Data & Measurement ▪ Research & Analysis ▪ Content Development ▪ Project & Product Management ▪ Sales & Product Marketing ▪ Process Optimization ▪ Client Management ▪ Talent Development ▪ Leadership

Head of Sales Marketing - Zynga

Sep 2019 - Feb 2023 | Culver City, CA

- Spearheaded the gaming advertising sales go-to-market strategy, empowering Sales with essential tools, resources, and strategic guidance, resulting in a 25% annual revenue increase, surpassing the goal by 21%.
- Led sales and marketing efforts for a flagship upfront partnership, spearheading the development of numerous first-to-market game integrations and growing Annual Recurring Revenue (ARR) from \$5M to \$6.5M.
- Worked cross-functionally to develop integrations and native ads, driving 25% growth in custom media revenue.
- Developed a robust content and enablement strategy, leading to a threefold improvement in the proposal response times and a twofold increase in close rates.
- Implemented B2B marketing initiatives, driving new revenue from top brands, including Visa, Pepsi, and L'Oreal, through event sponsorships, content development, consumer insights studies, and various media channels.

Co-Founder, Principal Consultant - Pardon Our Reach

Jan 2018 - Sep 2019 | Los Angeles, CA

- Co-founded a marketing consultancy specializing in developing data-driven media, social, and creative strategies that deliver highly relevant content to targeted audiences.
- Successfully closed and delivered over \$1.5M in marketing services for new and established brands, including, Warner Bros., Paramount, Focus Features, NBC, ROW8 video streaming, Ajinomoto Foods, and APL Athletics.
- Partnered with Sony Pictures to test data-driven creative alongside video ads, achieving 70% higher engagement and 30% more efficient Cost Per Acquisition (CPA) with relevant data-driven creative.

Associate VP, Creative Innovation Team - Sizmek (acquired by Amazon)

Jan 2017 - Jan 2018 | Culver City, CA

- Managed a team of five direct reports in developing a comprehensive roadmap for creative ad products for the advanced ad tech suite, overseeing the entire lifecycle from market research to execution.
- Developed an ad infrastructure that facilitated the dynamic distribution of premium formats across publishers, enabling seamless high-impact advertising in programmatic channels.
- Implemented commercialization strategies for global sales activation for formats and ad-authoring products.
- Streamlined the creative suite, optimizing product offerings and reducing workload for operations teams.

AVP, Creative Strategy - Sizmek

May 2015 - Jan 2017 | Culver City, CA

- Reported to the Chief Revenue Officer (CRO) and directed a team in delivering custom solutions and strategic proposals to drive global advertiser and publisher sales for advanced ad tech products, resulting in new business acquisitions and revenue growth with top brands, including Nestlé, Mazda and Jaguar Land Rover.
- Took the lead in commercializing product bundles, leveraging programmatic media and creative offerings to expand service capabilities and achieve revenue growth.
- Worked with publishers, including NBC and NYT, to design custom formats, growing publisher revenue by 60%.

Head of Operations, Republic Project - Sizmek

Aug 2013 - May 2015 | Culver City, CA

- Directed a team of eight, spearheading integration management, client service, and product marketing for a social ad-authoring platform following Sizmek's acquisition of Republic Project.
- Crafted comprehensive product documentation and sales content and conducted global sales and client service training to ensure a seamless transition and successful adoption.

SVP, Digital Marketing - FilmDistrict

May 2012 - Aug 2013 | Santa Monica, CA

- Collaborated with the executive team and filmmakers, utilizing market research to define audiences, positioning, and digital marketing strategies for theatrical movie releases.
- Built and managed a high-performing team of media, creative, and publicity marketers, crafting and executing integrated campaigns that effectively connected with audiences across diverse digital touchpoints.
- Our efforts played a pivotal role in the box office achievements of Insidious Chapter 2 and Olympus Has Fallen, surpassing opening weekend revenue targets by 100% and outperforming big-budget competitive titles.

VP, Creative - UM Worldwide

Sep 2006 - May 2012 | Los Angeles, CA

CA

- Pioneered a dynamic creative approach, fostering synergy among clients, media, creatives, and partners to develop cutting-edge digital media strategies for Sony Pictures, Home Entertainment, and Sony Electronics.
- Assembled, trained, and directed cross-functional teams, driving innovative thought leadership, seamless execution, research, and analysis for digital creative advertising, consistently earning the Creative Teams' top scores and accolades in annual client-agency reviews.
- Contributed to successful campaigns, like Spider-Man and 007 franchises, and Superbad, a campaign that marked a notable industry shift as digital emerged as the primary source of awareness for theatrical marketing.
- Advanced from the role of Director to VP, Creative in 2010.

Digital Marketing Consultant - Sony Pictures Entertainment

Dec 2005 - Sep 2006 | Culver City, CA

- Served as the digital marketing lead for theatrical movie releases, overseeing the development and execution of comprehensive digital marketing strategies.
- Developed a solution for video-enabled ads, boosting ad effectiveness while decreasing ad-serving costs.

Senior Project Manager - Blitz (acquired by AMP Agency)

April 2005 - Nov 2005 | Beverly Hills, CA

- Led strategy and execution of digital marketing campaigns, including digital activations, branded content development, and impactful advertising initiatives for top brands such as Microsoft, GE, Warner Bros., and Sony Pictures, resulting in multiple awards and industry recognition.

Senior Project Manager - DNA Studio

Aug 2003 - Jan 2005 | Beverly Hills, CA

- Managed and nurtured key accounts, exceeding client expectations and fostering lasting relationships with Coca-Cola, Anheuser-Busch, and Sony Pictures.
- Spearheaded marketing campaigns from concept to execution, incorporating creative advertising, experiential activations, and digital destinations for impactful results.
- Hired as a Coordinator and subsequently promoted to Project Manager and Senior Project Manager.

EDUCATION

Google Ads Display Certification ▪ 2023

The Trade Desk Edge Academy: Certified Marketing Foundations ▪ 2020

The Trade Desk Edge Academy: Data-Driven Planning ▪ 2020

Arizona State University | Bachelor of Arts in Psychology ▪ Graduated 2000

ACHIEVEMENTS

Digiday's Content Marketing Awards, Best Use of Native Advertising/Sponsorship Content Finalist ▪ 2023

Zynga Employee Recognition Award - Top Innovator Award ▪ 2022

Gold ABBY for Microsoft Realizing Potential Digital - Credited Producer ▪ 2005

Clio Entertainment Award for Warner Bros. Corpse Bride Digital - Credited Producer ▪ 2005