

LESLIE FELDMAN

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ABOUT ME

Sitting at the intersection of growth, content creation and business development, I am a storyteller who excels at translating multiple ideas and thought streams into clearly defined strategy. I have a history of cross-functional collaboration that drives innovation and market differentiation. With a passion for creativity, I uncover whitespace opportunities, implement capabilities to address B2C and B2B needs and identify insights that help open doors and close deals. Trusted and respected for my straight forward approach, agile and scrappy attitude and roll-up-your-sleeves work ethic, I have significant experience partnering with leaders of content and creative teams, while also successfully collaborating with executive teams who trust me to lead. A big picture thinker, with an eye for detail, I create strategies that enable teams to go-to-market and win.

Born and raised in NYC, I love to travel the world, have been to 6 of the 7 Continents and I practice yoga to Rihanna and Hamilton.

SKILLS

- Marketing
- Sales enablement
- Go-to-market strategy
- Storytelling
- Business development
- Team leadership
- Content development

CERTIFICATIONS

AI for Business Leaders

EDUCATION

University of Wisconsin Madison B.S.
Chi Omega Nu Chapter
EXECUTIVE BOARD TREASURER
The Dalton School

2020 - Present

Consultant

GO-TO-MARKET, SALES ENABLEMENT, BRAND MARKETING STRATEGIST

Helping companies of all sizes find new stages of growth. I help elevate storytelling and create go-to-market and content strategies that take businesses to the next level.

Clients: 3CVentures, Doing Things Media, Social Studies Inc., Bustle Digital Group, Leaf Group

2021- 2024

Senior Director, Marketing and Sales Enablement

TMB (Trusted Media Brands + Jukin Media)

Head of Pre-Sale Marketing, leading go-to-market strategy, thought leadership and development of brand/content/product initiatives that drive direct sales revenue across the TMB portfolio of social, streaming, digital and print brands.

- Drove significant revenue gains including 32% YoY increase in direct digital ad sales and 66% growth in streaming + social advertising revenue
- Led the development and execution of comprehensive marketing and GTM strategies in service to our broader Executive team, and in collaboration with cross-functional teams across all 9 editorial brands creating general presentations, talk tracks and video assets to ensure consistent messaging and a shared mission across all internal and external communications
- Entered new business vertical, spearheading the pitch and landing TMB's first \$1MM cross-portfolio deal with a major auto advertiser
- Led team of 5 pre-sale marketers; developed talent, resulting in 3 promotions within 2 years
- Developed thought leadership pieces and associated communications plans while ideating new ways to market our brands which drove growth for our business and matched brand propositions and KPIs
- Oversaw team restructuring, integration, and growth post-acquisition of Jukin by TMB
- Implemented brand champion structure with each of TMB's 9 brands partnering with a marketing team member focused ensuring brand purpose was coordinated into how our brands show up across every touch point and on revenue-driving opportunities; regularly collaborating to optimize strategies and maximize ROI across all brands
- Hand-picked by leadership to join an internal brand identity task force to re-invigorate positioning, sellable editorial tentpoles, content pillar development and calendars

2017 - 2019

Sales Marketing Director

GROUP NINE MEDIA - THRILLIST, THE DODO, NOWTHIS & SEEKER

- Generated \$10MM+ in revenue in less than two years
- Marketing lead supporting c-suite with G9's go-to-market brand positioning and strategy through our GP, industry keynote speeches and new fronts strategy while ensuring proper training for the sales team for each presentation
- Spearheaded development of marketing materials and internal processes to support newly-formed G9 portfolio of brands
- Hired and led team of 3, creating sellable tentpoles and new business pitches to grow key accounts and strategic partnerships
- Chosen by G9 President to lead pilot program to grow key accounts with executive team and sales resulting major upfront, cross-portfolio deals
- Recruited by CEO to translate his vision into presentation narratives and to lead key projects for the G9 executive team

2016 - 2017

Director of Marketing **OBSERVER MEDIA**

Collaborated with sales, edit, product and audience development to create new brand strategy and custom solutions for clients.

2015 - 2016

Integrated Marketing Manager **FOOD & WINE**

Pitched and executed 360° marketing solutions across print, digital, social and experiential integrating into 17 signature FOOD & WINE events while working with talent and brand partners to develop programs for endemic and non-endemic clients. Oversaw VIP Suite and merchandise design and sales for all talent and media at FOOD & WINE Classic in Aspen.

2014 - 2015

Senior Sales Development Manager **THE DAILY MEAL**

Dove head first into a marketing role leading day-to-day RFPs, developing proactive ideas, and GTM custom sales materials. I managed monthly client facing events and executed brand partnerships working with celebrity talent such as Bobby Flay and José Andrés.

2008 - 2014

Junior - Senior Art Director & Creative Strategist **WUNDERMAN, NY**

Concepted and designed digital, social, and retail for clients such as Land Rover, Nokia & Citibank leading me to make a switch from a design focus to strategy and marketing.