



404 414 6765
TRAVELNOTION@GMAIL.COM
WWW.TRICIABEAN.COM
WWW.LINKEDIN.COM/IN/TRICIABEAN

Dynamic sponsorships and experiential marketing professional with progressive experience within multibillion-dollar corporations, startups and nonprofits. Creative visionary with proven success in multicultural marketing, diplomacy, interpersonal relationship building, problem solving, implementing 360 multicultural programs, negotiating, boosting market share, directing initiatives from concept to execution, identifying growth opportunities and fundraising. Adept in performing within dynamically changing and entrepreneurial environments requiring focused decision-making. Exceptionally talented leader.

HIGHLIGHTS

- Awarded Golazo and Golazo People's Choice awards for 2017 Mexican National Team campaign
- Led Corazón de Campeón guerrilla campaign that achieved Ad Age recognition for AT&T being 3rd most recognized 2014 World Cup sponsor though not a sponsor
- Billboard Latin Music Conference speaker – Approaching Brands for Your Music Product
- Winner of AT&T Multicultural Key Contributor Award
- Led Junior Achievement campaign by doubling goal with a 75% fundraising increase

CORE COMPETENCIES

Strategy, Entertainment and Sports Marketing, Diversity, Equity and Inclusion, Partnerships, Sponsorships, Business Development, Content, Experiential, VIP Events, Hospitality, Trade Shows, Conferences, Talent and Agency Management, Creating Emotional Connections, Customer Experience, Project Management, Operations, Social Media, Digital Marketing, Public Relations, Video Production, Contract Negotiation, Working in Ambiguous Environments, Hustling, Innovative Problem Solving, Resourcefulness, Persuasion, Public Speaking, Entrepreneurial Spirit, Sense of Humor

PROFESSIONAL EXPERIENCE

Meta (Facebook) – Remote
Global Advocacy & Community
May 2022 - Present

- Connect, celebrate, and support small and medium businesses and entrepreneurs through the Meta Boost Leaders Network program
- Drive international positive sentiment by engaging with entrepreneurs through experiences, education, and awareness

Stitch Fix – Phoenix, Arizona
Director, Strategic Operations and Engagement
January 2020 – June 2020

- Improved customer experience through engagement, strategy and operational efficiencies
- Developed internal engagement and events
- Managed 100 associates, 9 managers in a 500,000 square foot facility and regional stylists
- Led cross functional team to evolve diversity, equity and inclusion, sanitization practices, manage operations and turbulent headcount to lead to a safer working environment and return to work amidst complex COVID-19 stay at home order
- Raised net promoter score by crafting fix enhancements and storytelling to optimize personal stylist curation
- Collaborated with vendor and merchandising team to acquire new product
- Piloted new item swap process to create 30% efficiency in binned merchandise
- Installed new non-apparel fixtures to increase staging capacity by 17%

BRIC, Arts and Media Nonprofit - New York, NY
Director, Sponsorships and Events
September 2018 - April 2019

- Developed robust music, contemporary and performing art partnership brand portfolio for the leading presenter of free cultural programming in Brooklyn to include - American Express, Delta, Hilton, Bud Light, Constellation Brands and more
- Presented and incubated work by music, contemporary and performing artists and media-makers who effectively reflect New York City's innate cultural richness and diversity
- Produced and activated 3 month Celebrate Brooklyn music and arts festival in Prospect Park
- Generated event sponsorships by relationship building, business development and negotiation
- Activated fundraising galas, contemporary art exhibition series and media initiatives: Brooklyn Free Speech, Brooklyn's Public Access initiative and BRIC TV, community TV channel and digital network



404 414 6765
TRAVELNOTION@GMAIL.COM
WWW.TRICIABEAN.COM
WWW.LINKEDIN.COM/IN/TRICIABEAN

AT&T – Atlanta, GA

Lead Marketing Manager, Multicultural Sponsorships and Experiential Marketing

July 2011 – January 2018

- Designed \$8M national multicultural partnership strategy and execution
- Championed multicultural marketing to think beyond inclusion and increase investment throughout C-level team, Brand, Marketing and Retail footprint via relationship building, fundraising, interdepartmental team collaboration, initiatives, events, trade shows and conferences
- Executed Latin Music's Hottest Night 2016 event that trended 2 and 3 on Twitter
- Negotiated contracts and managed AT&T's relationships to include: Mexican National Team, Golden Boy, Top Rank, Mayweather Promotions, Miami Marlins, Vulture Fest, Austin City Limits, South by Southwest, Maná, Pitbull, Romeo Santos, Jesse and Joy, 3BallMTY, Bomba Estéreo, Becky G, Belanova, Maluma, Farruko, Nicky Jam, Big Sean, Goldlink, Casa de mi Padre (Pantelion, NALA Films, Televisa, Lionsgate and Gary Sanchez Productions), Will Ferrell, Diego Luna, Genesis Rodriguez, more
- Hosted Boxing celebrity events with HBO, Showtime, Golden Boy, Top Rank, Mayweather Promotions
- Organized national DIRECTV Revolution trade shows, Employee Resource Group conferences
- Mentored direct reports and agency teams
- Developed activation plans to authentically connect, grow base and maximize ROI
- Concepted and led soccer emoticon iOS and Android application development

AT&T – Atlanta, GA

Senior Marketing Manager, Merchandising, Design and Marketing Communications

October 2005 – July 2011

- Led national merchandising execution and communications
- Facilitated leadership presentations and communications
- Collaborated in strategy and implementation
- Designed curriculum and led training
- Developed retail marketing, merchandising and communications to introduce Apple's first iPhone
- Launched multicultural store experience, rebrands, interactive planogram and prescriptive SKU
- Project managed Effie winning videos, photo shoots and commercials - collaborated on content, scripts, casts, wardrobes, locations, sets and acted on screen
- Built relationships via highly visible C-level visits, photos, videos and commercials
- Planned national conference and event agendas, locations, décor, catering and entertainment

VOLUNTEER EXPERIENCE

- Women Driving Innovation Founding Member
- Women in Music
- Women in Film and Television Atlanta
- Atlanta Food and Wine Festival
- The Human Rights Campaign
- The Giving Kitchen
- Sweetwater 420 Fest
- We Love BuHi
- Junior Achievement of Georgia
- United Way
- Open Hand Atlanta
- Georgia Aquarium
- Employee Resource Groups
 - HACEMOS
 - Women of AT&T
 - Community NETwork
 - LEAGUE
 - Oxygen
 - IDEAL

EDUCATION

Mississippi State University, English Literature