

Digital Marketing Expert | Experiential Event Director | Experienced Team Leader | Creative Designer

Portfolio at: www.TopherAlford.com

QUALIFICATION SUMMARY

A skilled and versatile marketing veteran with over 15 years of experience in integrated marketing across digital, traditional, and experiential channels. A proven track record for some of the largest entertainment and publishing brands; leading marketing strategy, project management, design, business relations, and people administration.

AREAS OF EXPERTISE

- ✓ Direct to Consumer Marketing

✓ Content Development

✓ Large-scale Conventions
- ✓ Performance Marketing

✓ Social Media Marketing

✓ Copy Writing
- ✓ Project Management

✓ Creative Design

✓ CRM & Email Marketing
- ✓ Team Management

✓ Web Design & SEO

✓ Budget Planning

CAREER HISTORY

ALFORD MARKETING & DESIGN - Freelance Contractor - 2004 to Present

Work with local small businesses to develop branding, marketing materials, and websites.

- Design and maintain numerous local business websites, overseeing content, SEO, and technical support
- Develop and implement marketing strategies from organic social media to paid Google Ads
- Design marketing materials, including logos, branding guides, templates, plus print and digital assets
- Contracted with PinkDeer social agency for talent, influencer, and content management, including ANW S16
- Contracted with Promo360 & D23/MARVEL as Experiential Onsite Manager for The Hellfire Gala at SDCC 2023
- Worked with Promo360, Walmart, & Nickelodeon to design the TMNT Lair in New York City Comic Con 2024

Wattpad WEBTOON Book Group - Associate Director, Trade & Consumer Strategy - Nov 2024 to Dec 2025

Contracted to run marketing and strategy for various fiction imprints, with a focus on WEBTOON Unscrolled.

- Oversaw at 78% year-over-year increase to local store sales for WTU imprint.
- Helped transition the entire department from the Studio division to the Consumer Goods corporate structure.
- Managed 3 direct reports and oversaw hiring and performance evaluations.
- Directed and implemented marketing strategy for over 50 titles within the calendar year.

IDW PUBLISHING - Senior Manager, Digital Marketing - Feb 2021 to May 2023

Directed consumer marketing, including social media, digital asset production, newsletter, website merchandising, and branding, as well as acting director for large-scale custom experiential activations.

- Social channel authority on TikTok / Facebook / Instagram / Twitter / YouTube
 - Drove multichannel double-digital growth by developing custom strategies and content to grow engagement rates to over 10% year over year
- Developed digital strategies and GTM plans, setting KPI benchmarks for the company across digital, web, social, and influencers – reporting and coalescing data to advise executive leadership
- Overhauled the company’s newsletter and CRM programs, introducing new software systems, testing, and campaign strategies, resulting in a 25% increase in open rates and click-through year over year
- Created, developed, and managed custom big brand consumer experience booths with multiple fun activations and sales points, plus acting on-site leader for setup, staffing, and teardown with over 20 staff

DC ENTERTAINMENT - Manager, Marketing Strategy - June 2016 to Nov 2020

Developed marketing campaigns and strategies, including digital, print, and experiential marketing for local stores and large-scale events, promotional item lifecycles, and project management.

- Directed development of a variety of traditional marketing, including print ads, advertorials, and editorials for over 400 books per year in circulation of over a million units per month
- Produced cohesive cross-channel video content, including live, long, and short-form content, resulting in millions of views across numerous platforms, such as theaters, local stores, and social media

- Orchestrated multi-million impression media buys on web, broadcast, and SVOD for publishing film tie-ins
- Managed production life cycles from general promotional items to custom, high-end unique items
- Lead event activations, talent management, on-site coordination, budget, and staffing for large-scale events
- Developed and tracked multi-million dollar yearly budgets and coordinated spend across numerous areas

DARK HORSE COMICS - Senior Marketing Manager - Oct 2010 to May 2016

Managed consumer marketing efforts and teams, including social media, newsletter, publicity coordination, web and app merchandising, consumer fan shows, and various marketing asset production.

- Developed comprehensive sales plans and merchandising for online, in-app, and social media, resulting in campaigns with triple digital sales growth
- Regularly produced custom websites for product launches, overseeing creation, SEO, and digital ad buys, resulting in increased sales and discoverability by 20%
- Point of contact for business relationship management with numerous industry prominent companies such as Microsoft, FOX, Lucas Film, HBO, Sony, EA, and more
- Managed a team of 4 direct reports, developed career plans & yearly reviews, and functioned as a mentor
- Oversaw hiring of full-time and part-time marketing staff, interns, and temps vital in implementing marketing

Zango Ad Agency - Marketing Coordinator - Aug 2008 to Dec 2009

Oversaw international client relations and managed hundreds of digital ad campaigns a month.

- Worked directly with the Legal department on vetting processes, reducing fraud by 10%
- Created and managed SEO, PPC, PPV, CPC, RON, and various media ad buy digital marketing campaigns

AdOn Network Ad Agency - Marketing Coordinator - Aug 2004 to June 2008

Led customer support and developed digital ad campaigns and strategies.

- Initial contact for customer support and helped roll out online chat support
- Developed, implemented, and advised clients on various digital ad campaigns, overseeing dozens a month
- Created and documented processes, including best practices, support scripts, and refund processing

CERTIFICATIONS & SOFTWARE EXPERTISE

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| ✓ Apple Search Ad Certified | ✓ Asana | ✓ Adobe Creative Suite | ✓ BOX |
| ✓ Google Ads Certified | ✓ Monday | ✓ Sprout | ✓ Slack |
| ✓ Hubspot Marketing Certified | ✓ Basecamp | ✓ Google Cloud | ✓ Microsoft Office |

EDUCATION - Honor Grad

- BA in Multimedia & Web Design from The Art Institute of Phoenix with 3.8 GPA
- AAS in Multimedia Marketing from Iowa Central with 4.0 GPA
 - Cheerleading and Dance Squad Captain

CHARITY

- University of California, Riverside - Riverside, California - 2022-2023
 - Design Thinking Executive Program Advisory Board Member
- LGBTQ Victory Fund - Portland, Oregon - 2021 - 2022
 - Event Sponsor and Donor
- Children's Cancer Association - Portland, Oregon - 2013
 - Developed and implemented a donation of a digital comic book reading program