
DIGITAL | PRINT | EXPERIENTIAL | DESIGN

www.TopherAlford.com

QUALIFICATION SUMMARY

A skilled and versatile marketing veteran with a proven track record for some of the largest brands in Pop Culture and publishing; with over 15 years experience in digital, print, and experiential marketing, project management, innovative design, vendor relations and people administration.

KEY SKILLS

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|--------------------------------|--------------------------|----------------------|------------------------|
| ✓ Direct to Consumer Marketing | ✓ Marketing Strategy | ✓ Project Management | ✓ Adobe Creative Suite |
| ✓ Marketing Asset Development | ✓ Social Media Marketing | ✓ CRM & Newsletter | ✓ Web Design & SEO |
| ✓ Fan/Consumer Conventions | ✓ Team Management | ✓ Creative Design | ✓ Budget Planning |

RECENT CAREER HISTORY

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

Directed consumer marketing including social media, digital asset production, newsletter, web site merchandising, branding, and large scale custom experiential activations.

- Social channel authority on TikTok / Facebook / Instagram / Twitter / YouTube
 - Oversaw multi-channel double digit growth year over year with sustained engagement rates over 10% including Teenage Mutant Ninja Turtles, Sonic the Hedgehog, Godzilla, and Locke & Key brands
- Spearheaded all digital marketing reporting and analytics—including digital, web, social, and influencer KPIs—with key takeaways and suggestions for executive leadership on next steps
- Implemented templates, campaigns, and contact management for newsletter and CRM programs resulting in 25% increase to open rates and click through year over year
- Created, developed and managed custom big brand consumer experience booths with multiple activations, sales and fan touch points plus on site team leader for set up, staffing and tear down with over 20 staff

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

Developed consumer marketing campaigns and strategy, including digital, print and experiential marketing for both local and large scale events along with promotional item lifecycles and project management.

- Produced a variety of print 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 peak content at over 2.4M views with custom Batman trailer
- 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 uniques
- Oversaw event activations, talent management, location coordination, and staffing for events and expos including San Diego Comic-Con, New York Comic Con, C2E2 and more
- Created and tracked multi-million dollar yearly budgets

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

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

- Developed comprehensive sales plans online, in-app, and social merchandising resulting in campaigns with triple digital sales growth, including Star Wars and He-Man and the Masters of the Universe
- Regularly produced unique websites for custom campaigns including SEO and digital ad buys resulting in increased sales and discoverability by 20% including Fight Club 2 and World of Warcraft brands
- 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
- Oversaw hiring of full-time and part-time staff, interns, and temps

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