
DIGITAL | TRADITIONAL | EXPERIENTIAL | DESIGN

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QUALIFICATION SUMMARY

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

KEY SKILLS

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

RECENT CAREER HISTORY

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 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 fan activations and sales points, plus acting on-site leader for set up, staffing, and tear down with over 20 staff

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

Developed marketing campaigns and strategy, including digital, print, and experiential marketing for both local stores and large-scale events, along with 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 and expos, including San Diego Comic-Con, New York Comic-Con, C2E2, and more
- Developed and tracked multi-million dollar yearly budgets

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
- 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