

# STEPHANIE L. COLBERT

SENIOR PAID MEDIA & PERFORMANCE MARKETING LEADER

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|------------------------------------------------------|---------------------------------------|----------------------------------------|------------------------------------------------|
| <b>\$45M+ / \$12M</b><br>ENTERPRISE MEDIA PORTFOLIOS | <b>+700%</b><br>PAID ACQUISITION LIFT | <b>1.5M+</b><br>NET-NEW ANNUAL MEMBERS | <b>6.8X ROAS</b><br>INAUGURAL PARTNER CHANNELS |
|------------------------------------------------------|---------------------------------------|----------------------------------------|------------------------------------------------|

## EXECUTIVE PROFILE

Analytical, results-oriented marketing leader with 12+ years of enterprise experience orchestrating full-funnel paid media strategies, managing premier agency relationships, and optimizing large-scale media portfolios across Paid Search, Social, Programmatic DSPs, CTV/OTT, Audio, and DOOH. Proven record of stewarding up to \$45M+ budgets, building multi-touch attribution frameworks, leading high-velocity experimentation agendas, and driving scalable customer acquisition across media, entertainment, hospitality, and subscription networks.

## CORE COMPETENCIES & TECHNICAL TOOLKIT

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| <b>Paid Media Channels:</b> Paid Search, Paid Social (Meta Advantage+, TikTok, LinkedIn), Programmatic Display/Video (DV360, The Trade Desk), CTV/OTT, OLV, Audio (Acast, Veritone), Amazon.com, DOOH. | <b>Attribution &amp; Measurement:</b> Multi-Touch Attribution, Incrementality Testing, ROAS Benchmarking, CAC/LTV Optimization, GA4, Looker, Tableau, Adobe Analytics. |
| <b>Governance &amp; Strategy:</b> Enterprise Budget Allocation (\$45M+), Media Agency Management, Spend Pacing, Financial Forecasting, Cross-Functional Leadership.                                    | <b>Operations &amp; Tech:</b> Airtable (Workflow Architecture), Asana, Jira, Google AI Professional Certificate (2026), CRM Databases.                                 |

## PROFESSIONAL EXPERIENCE

- Marketing Program Manager – Thompson Hospitality**Nov 2025 – June 2026 | Reston, VA
  - Directed full-funnel paid media and demand-generation programs across paid social, display, and digital channels, driving a 40% YoY catering sales increase.
  - Pioneered inaugural affiliate marketing networks and digital distribution channels, generating a 6.8X ROAS.
  - Constructed centralized campaign pipelines and automated trackers in Airtable to align creative, digital media, and operational teams.
- Principal Growth & Performance Consultant – Common Growth Marketing**Nov 2021 – Oct 2025 | Washington, DC
  - Directed consumer acquisition and performance marketing roadmaps across search, social, programmatic, and video channels, lifting client visibility by 30%.
  - Represented Bexa Equity Alliance at community and health access events (including Master P's "We Love Us" Community Day and Essence Festival Weekend), coordinating grassroots engagement and partner activations.
- Director, Growth & Performance Marketing – AMC Networks**Feb 2022 – Dec 2022 | Silver Spring, MD
  - Steward of a \$45M+ annual paid media budget across Paid Search, Social, CTV/OTT, OLV, and Programmatic DSPs (DV360, The Trade Desk) driving subscriber growth.
  - Governed tier-one media agency relationships, ensuring contractual delivery, creative pacing, and strict cross-channel efficiency benchmarks.
  - Delivered a 25% lift in subscription conversion rates via multivariate testing and designed executive C-suite dashboards for CAC, LTV, and payback tracking.
- B2B Partner Marketing Manager – Discovery Communications**Jan 2020 – Oct 2021 | Silver Spring, MD
  - Led co-branded acquisition and commercial partner media programs generating over \$500K in earned media value across national distribution channels.
- Senior Manager, Digital Channel Marketing – SiriusXM**July 2018 – Dec 2019 | Washington, DC
  - Directed full lifecycle onboarding and trial-to-paid digital conversion strategies across email, web, and paid channels, lifting customer activation by 25%.
- Manager, Social Media Marketing & Digital Analyst – AARP**July 2013 – Aug 2018 | Washington, DC
  - Managed a \$12M annual paid social media acquisition budget across Facebook, Instagram, and programmatic display, acquiring 1.5M+ new members annually.
  - Achieved a 700% lift in membership order volume through rigorous creative testing, custom audience retargeting, and landing page UX optimization.
  - Launched AdWords/Google Display campaigns delivering 52% YoY growth; evaluated DSP vendors and onboarded DoubleClick Bid Manager for programmatic scale.
- Marketing Coordinator, Luxury Brands – Hilton Worldwide**June 2012 – July 2013 | McLean, VA
  - Orchestrated CRM and digital campaigns for luxury portfolio (Conrad, Waldorf Astoria), boosting open rates by 20% and CTR by 15%; contributed to 60K app downloads.

## EDUCATION & CREDENTIALS

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| <b>M.S., Integrated Marketing Communications</b><br>Georgetown University   Washington, DC | <b>B.S., Advertising &amp; Studio Art</b><br>University of Miami   Coral Gables, FL | <b>Google AI Professional Certificate (2026)</b><br>Prompt Engineering, Predictive Analytics & Workflow Optimization |
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