

Tomicia Blunt

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Culture-first marketing and communications leader with 6+ years of experience building brands across social, creator marketing, PR, earned media, and integrated campaigns. Track record of turning cultural insights into shareable content, generating 5M+ organic views, growing creator communities to 73K+ followers, securing national media exposure, and translating audience attention into business results. Brings experience from Google, Walmart, JPMorgan Chase, and emerging consumer brands, alongside firsthand experience as a content creator and agency founder.

WORK EXPERIENCE

Walmart Data Ventures

San Francisco, CA

Product Marketing Manager

September 2024 – Present

- Lead GTM, social, and content strategy for Walmart's B2B retail technology portfolio across 3 international markets (U.S., Canada, and Mexico), translating complex data products into compelling, audience-first stories for enterprise retail customers
- Own monthly GTM strategy for product launches and enhancements, producing 15+ customer-facing marketing assets per month across social, email, sales enablement, product communications, executive messaging, and digital channels
- Developed positioning, messaging, and integrated campaigns contributing to a \$32.4M sales pipeline and supporting 30–35% product adoption across priority launches
- Manage an always-on editorial and launch calendar spanning 6+ product solutions, coordinating simultaneous campaigns, product announcements, customer education, and timely social storytelling
- Partner across 5+ cross-functional teams, including Product, Sales, Creative, Customer Success, and leadership, to move launches from insight and positioning through creative development and market activation
- Analyze campaign engagement, customer behavior, and product adoption data to optimize messaging and identify opportunities to improve content performance, customer understanding, and future marketing investments

Breakthrough Collaborative, SF University High School

San Francisco, CA

Program Manager

February 2024 – September 2024

- Weekly created, wrote, and edited clear, compelling, mission aligned content for all nonprofit audiences across print and digital platforms including publications, marketing collateral, newsletters, social media posts, and website
- Managed a team of 15 direct reports to deliver culturally responsive programming and create an inclusive, supporting learning environment for students and families
- Developed communications plans and coordinated 10+ high impact events engaging 300+ students, families, staff and community stakeholders, managing timelines, logistics, outreach, and stakeholder communications

Google

San Francisco, CA

Associate Product Marketing Manager

June 2022 - March 2023

- Directed a 5-person London-based creative agency team, owning weekly briefs, creative direction, feedback, and approvals to deliver always-on social content for for the Google Ads X/Twitter community of 630K+ followers
- Created and led a weekly cultural trends series, translating first-party Google Search behavior into 50+ annualized opportunities for timely social storytelling around emerging consumer, shopping, and internet behaviors for Google Ads
- Led cross-functional partners across Social, PR, Communications, Product, and Creative to execute integrated campaigns reaching 10K+ advertisers across digital, social, and experiential touchpoints
- Scaled positioning and GTM strategy for Google Marketing Live across 3 global regions: North America, Europe, and Asia-Pacific, aligning regional teams around cohesive messaging for one of Google Ads' highest-visibility annual marketing moments
- Developed an executive social advocacy program for 4 senior leaders, directing agency development of individual personas, content pillars, and LinkedIn strategies designed to establish each executive as a thought leader within their respective vertical

JPMorgan Chase

San Francisco, CA

Marketing Operations Specialist

June 2021 – April 2022

- Managed media strategy and execution across 200+ national print and digital publications, coordinating placements, creative assets, messaging, and external media relationships to expand brand visibility
- Analyzed cross-channel campaign performance to identify and eliminate \$450K in inefficient media spend, reallocating investment toward higher-performing audiences, publications, and channels

- Partnered across Brand, PR, Creative, and agency teams to execute integrated campaigns spanning paid, owned, earned, print, digital, and out-of-home media
- Conducted audience and persona research to identify customer behaviors, motivations, and media preferences, translating insights into sharper creative, messaging, and channel strategies

Halpern PR

Public Relation Intern

London, England

January 2020 – April 2020

- Managed outreach across a network of 500+ European media contacts spanning print, digital, social, email, and out-of-home, identifying relevant publications and journalists for client stories and product placements
- Researched, vetted, and hand-selected influencer and creator rosters for brand activations and press trips, matching talent to client audiences, brand positioning, and campaign objectives

CONSULTING EXPERIENCE

Blunt Creative Consulting

Founder (Part-Time Freelance)

San Francisco, CA

July 2021 – Present

Education Nonprofit: Aim High

- Led paid and organic social strategy generating 192K+ views and reaching 71K+ accounts, increasing overall reach 2,048% during the engagement.
- Produced multi-page content generating 1.6K+ interactions, increasing profile visits 254% and external link taps 97.7%
- Managed paid social campaigns generating 140K+ views, 66K+ reach, and 1.9K+ engagements, using performance data to continuously optimize creative and audience strategy
- Grew LinkedIn visibility to 8.6K+ impressions while increasing engagement 20.9%, expanding the organization's storytelling beyond its primary consumer-facing channels

Creator: Danielle Udoh, @danielle.udoh, Brand: NADI by DANI

- Served as founding marketer for emerging womenswear brand NADI by Dani, scaling its founder's Instagram presence from 0 to 73K+ followers through an organic, creator-first social strategy
- Developed an ownable signature content franchise that generated 5M+ organic Instagram Reel views, using cultural moments, seasonal trends, and nostalgia to make a growing brand feel larger than its marketing budget
- Increased the founder's social audience 421% by combining recurring content formats, trend-driven creative, and audience insights targeting fashion-conscious consumers ages 18–29
- Converted organic attention into ~\$30K in product revenue, demonstrating a direct connection between culturally relevant storytelling, audience trust, and commercial performance
- Generated inbound interest from celebrity stylists and earned product placements on talent including Indiyah Polack and Latto, extending the brand from owned social into entertainment and pop culture

Creator: Tomicia Blunt, @tomiciatalks

- Built a cross-platform community of 15K+ followers/subscribers across TikTok, Instagram, LinkedIn and YouTube, generating 10M+ TikTok views and 1.5M+ likes over the past year through career, lifestyle, culture, and community-focused content
- Produced 500+ original short-form videos, developing concepts from cultural insight and hook development through filming, editing, publishing, community management, and performance analysis
- Partner with consumer and technology brands on creator-led campaigns across TikTok, Instagram, and YouTube, translating brand objectives into platform-native storytelling designed to feel like content rather than advertising
- Operate affiliate storefronts through ShopMy and LTK, using product recommendations, demonstrations, and audience trust to move consumers from discovery to consideration and purchase

TOOLS

Instagram | TikTok | YouTube | X/Twitter | LinkedIn | ShopMy | LTK | Google Analytics | Looker | Power BI | Salesforce | HubSpot | Marketo | Adobe Creative Suite | Figma | Canva | CapCut

AWARDS & CERTIFICATIONS

The Posse Foundation: PosseNext Inaugural Fellow (2026), Cannes Lions: Diversity Collective Ambassador (2026), ADCOLOR Future (2025), Walmart Scintilla Customer Insights Certification (2025), Walmart Scintilla Replenishment Certification (2024), Google Peer Achievement Award & Google Product Marketing Community Award (2023)

EDUCATION

University of Puget Sound

Tacoma, WA

B.A: Communication Studies | Minors: Business Administration & African Amer. Studies | GPA: 3.69/4.0

Awards: Dean's List Achievement Award 4x, Top 10% of Communication Studies Major & African American Studies Minor, The Posse Foundation Merit-Leadership Scholar, Lambda Pi Eta Honors Society, Benjamin A. Gilman Scholar