

# Gideon Spitzer-Williams

13+ YEARS IN GLOBAL BRAND MARKETING

## WHO AM I?

A globally-minded leader with 13+ years of proven experience in brand, experiential, entertainment, and product marketing. I'm passionate about all things culture and building brands across CPG, apparel, content and tech. Data and insights drive my thinking and the work my teams produce. I lead by example, with influence and empathy.

**UCLA Anderson School of Management**  
Executive MBA '23

## WHERE I'VE WORKED

### Snapchat

Global Brand Marketing Lead  
Jun 2022 – Present

### Marketing Consultant (Freelance)

Gen Z Strategy, Creative & Business Ops  
Jan 2022 – Present

### Tinder

Senior Brand Manager, North America  
May 2020 – May 2022

Senior Product Marketing Manager  
May 2019 – Apr 2020

### Archival Creative Agency

Associate Creative Director, Experiential  
Oct 2017 – Apr 2019

### Red Bull

Head of Collegiate Marketing Program, US  
May 2015 – Aug 2017

### Regional Field Marketing Manager

NH → Upstate NY → Pittsburgh → Boston  
May 2009 – Apr 2015



Los Angeles, CA



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## HIGH-LEVEL EXPERIENCE

### *Leadership //*

Managed direct and indirect teams of up to 20+ people in brand, digital, and social media to bring strategic vision and campaigns to life. Owned agency relationships from RFP to execution. Led X-functional working groups across businesses.

### *Brand Strategy and Yearly Planning //*

Developed insights-led positioning for entertainment brands and consumer products, considering value proposition, audience, and landscape. Owned quarterly and yearly planning.

### *Brand Campaigns & Creative //*

Oversaw global and culturally relevant brand moments from start to finish, crafting strategy, development, and execution for on-platform, OOH, paid media, and experiential touchpoints.

### *Marketing Operations //*

Identified and drove GTM initiatives to improve operational flexibility, speed to market, and innovation. Lead marketing calendars and budgets to ensure that all parties are aligned.

### *On- and Off-Platform Media //*

Partnered with media, creative, and data analytics to develop and measure full-funnel brand and performance driven plans across CRM, in-app ads, social, CTV, OOH, partnerships, etc.

### *Social //*

Leveraged organic and influencer channels across all priority platforms. Grew long-term talent partnerships to drive a consistent message across key verticals and brand moments.

### *Insights and Measurement //*

Synthesized wave studies and campaign readouts across relevant brand attributes and metrics. Built actionable plans to impact future business needs in lock step with insights team.

## ROLE DESCRIPTIONS & HIGHLIGHTS

*Jun 2022–Present*

### **SNAPCHAT** | GLOBAL BRAND MARKETING LEAD

Growing the user base and increasing revenue by owning all globally integrated marketing strategies around our Community Wellbeing pillar, focusing on Trust & Safety and Social Impact. Includes highly cross-functional, on- and off-platform plans meant to drive community, product education, and engagement around priority topics.  
\*Formerly responsible for entertainment marketing within Snapchat Originals programming.

#### *Trust & Safety | Marketing Owner*

- + Establishing Snapchat as a thought and product leader around safety, transparency, and privacy verticals.
- + High-priority campaigns: Sextortion Prevention, Mental Health, Drugs, and Law Enforcement Summit.

#### *Social Impact | Marketing Owner*

- + Building a programmatic approach to scale the impact of our DEI and Social Good efforts across audiences.
- + High-priority campaigns: AR for Good, monthly DEI Podcast, DEI Summit, and the Diversity Annual Report.

#### *Entertainment Marketing, Snapchat Originals | Marketing Owner*

- + Bringing in new users and increasing daily active users via multi-touchpoint on and off platform content plans.
- + High-priority campaigns: Daring Simone Biles, Charli vs. Dixie, Tier 2 Show Ad Support, creative agency RFP.

*May 2019–May 2022*

### **TINDER** | SENIOR BRAND MANAGER, NORTH AMERICA | SENIOR PRODUCT MARKETING MANAGER, NORTH AMERICA

Drove integrated marketing, including brand strategy and campaigns, social, influencer, and product activations, and media and experiential programs. Laser focused on building a strategy that kept Tinder top of mind for Gen Z.

#### *Put Yourself Out There | Brand Marketing Campaign Lead*

- + Partnership with Megan Thee Stallion to distribute \$1MM to 100 users and feature winners in campaign creative.
- + \$10M+ budget, 358M+ impressions across paid and social with an average 15% eng. rate per social takeover.
- + 155%↑ 18–22 female and 202%↑ 18–22 LGBTQ+ brand consideration; solidified authenticity strategy for Tinder.

*Oct 2017–Apr 2019*

### **ARCHRIVAL CREATIVE AGENCY** | ASSOCIATE CREATIVE DIRECTOR, EXPERIENTIAL

Led brand, product, digital/social, experiential strategy, and execution for adidas, Red Bull, Spotify, Abercrombie, and Hollister. Oversaw teams through initial briefs, client presentations, creative processes, and event production.

#### *adidas Team Iconic | NCAA DI Football Product Launch Lead*

- + Fans at top universities purchased exclusive clothing, unlocked iconic gear, and exited through a tunnel run.
- + \$600,000 budget, \$40.6K in sales, 5 universities over 5 home game weekends, best practices for future events.

*May 2009 – Aug 2017*

### **RED BULL** | HEAD OF COLLEGIATE MARKETING PROGRAM, USA | REGIONAL FIELD MARKETING MANAGER

Directed planning, strategy, best practices, and field execution (5M+ cans sampled) for largest collegiate ambassador program in the world. Led key project teams across brand, product, trainings, and people.

#### *Red Bull Flight School | National Student Brand Manager Orientation Owner*

- + Developed and led company-wide efforts to onboard our largest program of 302 students at 270 universities.
- + Contributed 3% growth to off-premise sales in the US, Red Bull's largest country globally by can sales.