**CANDICE LEE**

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**BRAND STRATEGY, ACTIVATION, EXPERIENTIAL MARKETING**

Dedicated and results- driven senior event and partnerships marketer with a proven track record of planning and executing highly successful experiences. Adept at building marketing strategies that drive brand awareness, consideration, and user acquisition.

**EXPERTISE**

* Sponsorship Marketing
* Partnership Marketing
* Experiential Marketing
* Brand Marketing
* Product Marketing
* Program Strategy and Development
* Team Management and Growth
* Agency Management

**PROFESSIONAL EXPERIENCE**

CRUISE, SAN FRANCISCO I 2021-PRESENT

**SR MANAGER, BRAND ACTIVATIONS AND PARTNERSHIPS**

Key contributor in building the Cruise brand. I spearhead the strategic development and execution of Cruise’s integrated marketing initiatives to build awareness, favorability and customer intent. I am an experiential marketing leader steering end-to-end execution, building trust with leaders, and ensuring global brand consistency. Key responsibilities include:

* SF Giants Sponsorship: I co-lead our day to day relationship with the Giants. Cruise is the first official jersey patch sponsor of the Giants and we manage in-stadium branding and content, gameday experiential activations and digital marketing entitlements. 388 million impressions earned for Cruise in 2023 (Nielsen).
* Partnerships & Co-Marketing: I co-lead our marketing collaborations with partners like GM, Honda, Microsoft, Public Affairs partners, the Roads and Transport Authority of Dubai, and delivery customers like Walmart and Uber Eats.
* Experiential Marketing: I set the strategy and lead programs like field marketing, investor and media events, conferences, and hyperlocal event sponsorships.
* Team: manage team members and agencies, determine and present work to the executive team.

TABLEAU, SAN FRANCISCO I 2020- PRESENT

**SR GLOBAL PARTNER MARKETING LEAD**

As a leader on the Global Marketing team, I drive the strategy and execution of Tableau’s to-partner events portfolio and communications program designed to inform, engage, and empower a global ecosystem of Reseller, Services, Technology, and OEM Partners. I also lead the team's strategy and execution of scalable global with- and through-partner marketing programs that drive partner leads and pipeline, as well as the team’s operational efforts to ensure scalable programs and processes for consistent reporting to measure the impact of our partner marketing programs.

SALESFORCE, SAN FRANCISCO | 2019 - 2020

**SR PROGRAM MANAGER, MARKETING AND BRANDING**

▪ Manage the rebranding of the Salesforce experience; work with outside vendors to infuse the Dreamforce-like experience into Salesforce Technology & Product’s unique brand

▪ Orchestrate 100+ events and speaking opportunities per year including negotiating payment terms and sponsorships, managing budget, and overseeing creative design. Collaborate closely with senior leadership, PR, recruiting, and corporate marketing teams to ensure alignment across the company

▪ Build scalable and effective brand strategies including positioning, architecture, naming and messaging for Salesforce Engineering’s brand, portfolio, and individual products

▪Partner with product marketers, brand managers, and member marketing teams to translate strategy into tactical plans for implementation

▪Design and deliver creative briefs, collaborating with and supporting creative teams internally and/or agency partners externally as they translate strategy into consumer-facing assets

▪Act as a brand evangelist and influence cross-functional teams and partners, ensuring brand strategy is reflected in work and activities across the company

▪ Manage all technical external events and sponsorship opportunities for diversity and inclusion efforts to ensure a diverse applicant pool for recruiting efforts. Organizing sponsorship for events to attract diverse women (i.e. Grace Hopper, Women Who Code, Girl Geek Dinner)

AIRBNB, SAN FRANCISCO | 2016 - 2019

**CREATIVE EVENTS MANAGER**

Lead strategic events for Airbnb’s work sales and product teams, with accountability over planning, logistics, budget oversight, transportation, and deployment of high-profile events and brand activations. Pioneer newly created role to deliver impactful events and marketing strategies, including the concept to execution planning and management of Airbnb for Work’s Global Traveling Roadshow.

Manage annual event budget of $1M+ with a targeted focus on three largest sales regions globally: North America, Europe and the Middle East, and Asia-Pacific.

Created briefs, conducted extensive research on successful event planning and brand strategy, and collaborated with cross-functional teams to build consensus and conduct 30 to 50 events annually to drive lead generation, resulting in 60% prospect to customer conversion rates.

▪ Designed an event and brand strategy, roadmap, action plan, and oversaw the execution of 12 global events showcasing the Airbnb for Work brand, and conducted an introduction of a new business unit leader, consisting of half-day events for leading travel managers within targeted sales verticals and regions.

▪ Developed event and brand design and strategy, marketing deliverables, and curated content in partnership with keynote speakers and panels focusing on “The Future of Work”, resulting in 88% increase of online traffic to website and LinkedIn profiles, exponentially expanding visibility for prospective customers to facilitate revenue growth.

AMPLIFIER STRATEGIES SAN FRANCISCO, CA | 2015 – 2016

**PHILANTHROPIC SERVICES AND EVENTS COORDINATOR**

Facilitated matching high-profile donors to nonprofit organizations by facilitating in-person visits to showcase the value of donations to charitable organizations, contributing over $5M to corporate revenue annually. Clients included the founders of Twitter, The Battery founders, and the heirs to the Carrefour fortune. Provided attentive executive support to the CEO and executive staff to ensure seamless operations.

**EDUCATION**

Master of Arts, Art History- University of the Arts, London, 2012

Master of Science, Psychology – University of East London, 2011

Bachelor of Arts, English with Spanish minor – University of New Mexico, 2007

**CONTINUED PROFESSIONAL DEVELOPMENT**

Co-Active Coach Certified- 2023

Group Facilitation Skills, 2023

The Power MBA, 2022

Strategies that Build Winning Brands- Northwestern- Kellogg School of Management, 2020 Digital Marketing- General Assembly, 2019

Co Active Leadership Training- 2019

**PASSIONS**

* Health and wellness
* Travel, culture and cuisine
* Art and design
* Horseback riding, hiking and yoga
* Quest for knowledge, learning and growing
* Meditation and emotional intelligence