



CANDICE HEATH

MARKETING DIRECTOR

ABOUT

Hi! I'm Candice, a marketer with 10+ years of strategic and creative professional experience. You can find me at the intersection of brand excellence and the ever-evolving digital domain. Nothing excites me more than a cohesive vision across marketing, paid media, talent relations, and experiential events. I'm always looking for inspiration in the offbeat corners of the internet and the backstreets of Brooklyn, Echo Park, or wherever I happen to find myself.

CONTACT

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EDUCATION

James Madison University

BA in Digital Video & Design

LIONSGATE

Leadership Development Program

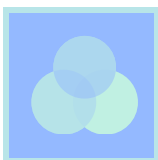
SKILLS

LEADERSHIP



CREATIVE CLOUD

CREATIVE DIRECTION



DIGITAL VIDEO

DATA ANALYTICS



INTERNATIONAL



EXPERIENCE

Director, Global Digital Marketing

STARZ | LIONSGATE+ 2022 - 2024

- Led the global rebrand of STARZPLAY to LIONSGATE+ across digital, spearheading brand showcase events, influencer activations, and multi-wave brand campaign beats in key markets
- Drive digital strategy for STARZ originals, acquisition titles, and local language original marketing campaigns across 8 global territories: UK, LATAM, BR, FR, ES, IT, DE, Nordics
- Execute marketing shoots and experiential activations, with alignment across content marketing, brand marketing, partner marketing, paid media, research, and publicity
- Lead a team of 3+ digital marketing managers and coordinators located across the U.S. and the U.K.
- Onboard and manage local agencies in market for 'always on' social creative, influencers, stunts, and activations

Director, Social Media

THE FEMALE QUOTIENT 2021 - 2022

- Increased social media follower rate by 250% in 6 months
- Increased social media engagement rate by 450% in 6 months
- Strategize unique content for LinkedIn, Twitter, Instagram, & TikTok, with a focus on bringing visibility to gender equity and equality
- Direct a team of 7+ Graphic Designers, Video Editors, and Community Managers to produce creative assets and drive community engagement across all social and digital channels
- Travel to events, such as Cannes Lions, SXSW, and Sundance Film Festival, to produce and capture social media content

Creative Director, Digital Marketing

A&E | HISTORY | LIFETIME | LMN | BIOGRAPHY 2019 - 2021

- Direct and develop social and digital creative across 5 major brands and 100+ show pages
- Creative direct paid and organic social assets for in-house initiatives, as well as ad sales, e-commerce, and brand partnerships
- Produce short-form video content for social, digital, and on-air
- Manage a team of 6+ Social Producers and Coordinators, directing and approving creative assets across all brands
- Hire, manage, and direct external vendors to produce social-first assets, influencer campaigns, and stunts

Senior Producer, Digital Marketing

A&E | HISTORY | LIFETIME | LMN | BIOGRAPHY 2015 - 2019

- Creative direct marketing shoots for social and digital media, directing talent and managing production teams
- Ideate, script, shoot, and edit all in-house social media creative