

DAKOTA ANDERSON

SR. MARKETING MANAGER / EVENTS & ACTIVATIONS / EXECUTIVE PRODUCER

818.421.5193 • dakotanderson@gmail.com • Los Angeles, CA
www.dakotanderson.com • www.linkedin.com/in/dakotaanderson

EXPERIENCE

GOOD THINGS

Feb 2022 - Present

Executive Producer, Events & Activations (Contract)

- Managed all *Something in the Water* brand sponsors through pre-sale, on-site, and post-festival ensuring successful social, digital, and on-site activation deliverables for \$6MM+ from 29 brands, over 2 years.
- Coordinated first-ever YouTube Livestream execution for *Something in the Water 2023* ensuring mutual success between all stakeholders garnering 33.8MM+ digital impressions and 460K+ views.
- Facilitated digital and in-person activation deliverables for brand partners for *Alamo Drafthouse's Fantastic Fest 2022* ensuring proper brand fit for marketing towards properties' consumers and vibe.
- Curation and management of the first-ever Wicked Kitchen nationwide food truck program serving 5,000+ plant-based dishes across consumer and retail events.

MEDITERRA CBD

Nov 2020 - Present

Program Manager, Marketing (Freelance)

- Curate and source 60+ sales and consumer-centric brand items included in Medterra's merch programs; pitching website look, feel, and consumer target groups.
- Build and manage trade show brand presence across physical and virtual trade shows including Natural Products Expo West, Expo East, and other similar trade and industry B2B events.

JADE LEAF MATCHA

Feb 2021 - May 2022

Marketing Manager, Influencer & Brand Strategy (Freelance)

- Partnered with the Brand Marketing team to build and grow Jade Leaf's presence and community of matcha lovers across all relevant social media channels.
- Launched the first-ever National Matcha Day campaign inclusive of press, creative design, brand marketing direction, and B2B partner management. Garnered over \$35K in sales, earned 2.2MM+ impressions, and secured SEO #1 placement for two years.
- Managed Influencer program and relationships from ideation to execution; garnering the first-ever dedicated \$120K+ Influencer marketing budget and executing at 68% ROI.

YOUR SUPERFOODS

Sep 2021 - Jan 2022

Marketing Manager, Events and Activations (Contract)

- Executed the first-ever Los Angeles field marketing sampling program, hired a team of 6 BA staff members, and owned creative direction of marketing and experiential materials.
- Managed sales and sampling program which saw a 49% ROI, gaining 68K digital impressions, 14K unique in-person engagements, and 18K samples distributed.

CALIFIA FARMS

June 2012 - May 2020

Sr. Marketing Manager, Events & Partnerships (Dec 2017 - May 2020)

- Executed global event strategy with budgets ranging from \$800K to \$1.8MM through robust sampling programs at iconic cultural events including SXSW, Create & Cultivate, VidCon, and more.

- Delivered executive reports including event ROI/KPI, partnerships campaign results and learnings, and P&Ls on field marketing sampling tours and surprise & delight stunts.
- Curated large-scale consumer and trade activation assets, gear, and goods that elevated brand equity across all consumer touchpoints.
- Managed six agency partners through the brand discovery process to the program launch process for digital and experiential campaigns, ensuring long-term agency/brand cohesion.
- Developed and managed grassroots digital partnership campaigns that yielded high email Click-Through Rates (CTR) between 4% and 9%. Brand partnerships included Clive Coffee, a DTC coffee equipment brand, and Puesto, a California-based taco restaurant chain.
- Sourced and managed Califia's first large-scale multi-channel influencer campaign to highlight ingredient sourcing. The brand was featured in a full-length documentary film for YouTube Premium & Netflix, highlighting the CEO and coffee sourcing process and facilities in Colombia.
- Founded corporate Diversity and Inclusion (D&I) Program ensuring company culture was authentically represented and aligned with consumer messaging.
- Initiated and managed a multi-channel sponsorship with the Los Angeles Football Club (LAFC) that delivered 40MM+ impressions building authentic community connection and global brand awareness.
- Managed logistical build, budgeting, and contract negotiation for Califia's first nationwide mobile food truck marketing campaign. Owned licensing, permitting, and design direction of the physical unit, ensuring flexibility for a wide range of cafe/bar sampling programs.

SoCal Field Marketing Manager *(June 2014 - Dec 2017)*

- Founded a national team of 20+ Brand Ambassadors executing 600+ events and distributing 900K+ samples a year at peak, with a conversion rate of 17% which exceeded internal KPI of 8%.

LA Brand Ambassador *(June 2012 - June 2014)*

- Facilitated distribution of the highest revenue-generating SKUs at launch to build brand awareness using field marketing sampling and word-of-mouth tactics throughout the greater LA region.

STARBUCKS

April 2013 - Dec 2015

Store Partner *(Part-time)*

- Collaborated with a team ensuring quality of service for customers that outperformed expectations.

----- CORE SKILLS -----

Event Logistics Management	Diversity, Inclusion, and Equity	Brave Curiosity
Experiential Marketing	SEO & Social Media Marketing	Project & Budget Management
Creative & Production Strategy	Contract & Agency Management	Relationship Building

----- EDUCATION & CAREER CERTIFICATIONS -----

Pasadena City College	Business Management, Hospitality	
Health Education Services	COVID Compliance Officer Certification	2021
Udemy	Digital Marketing & Social Media Mastery, An Entire MBA in 1 Course, Modern Copywriting, and Diversity: Making Multiculturalism Work	2020
HubSpot	Email Marketing Mastery	2020