

## CLAUDIA ROSS

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West Hollywood, California 90046

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Claudia@ClaudiaRoss.com

A successful and highly creative marketing professional with 14 years of progressively increasing responsibilities in developing strategic marketing and advertising plans. Produced online initiatives that played a vital role in generating \$1.8 billion in global revenues for the launch of more than 300 games and online entertainment products. Worked closely with major companies on creative projects in consumer products, food, automotive, video game, entertainment, apparel, retail, toy, fast food and computer industries.

Expertise includes outstanding skills in project management, vendor and customer relations, leading creative teams, meeting deadlines and budgets, and producing/exceeding forecasted results.

### EXPERIENCE

**The Walt Disney Company – Buena Vista Games**, Burbank, California

1998-Present

**Director, Marketing Services** (2002-Present)

**Director, Promotions & Online Marketing** (1998-2002)

Oversaw strategic planning and tactical implementation of creative services, advertising, promotions, synergy, market research, online and direct marketing for a global business unit with \$450 million in revenues at wholesale.

- Managed \$20 million annual marketing budgets and staffs of up to 15 managers.
- Created and implemented integrated marketing campaigns featuring advertising, online, viral/word-of-mouth and relationship marketing for all game releases, including *The Chronicles of Narnia*, *Desperate Housewives*, *That's So Raven*, *Hannah Montana*, *Kim Possible*, *Toy Story 2*, *Disney Princesses*, *Who Wants To Be a Millionaire*, *Pirates of the Caribbean 2* plus 250 others.
- Concepted and drove production of three Buena Vista Games (formerly Disney Interactive) website redesigns that included new marketing strategies, creative designs and product micro-sites that are generating 2.8 million page views per month, an increase of 94% over the last 18 months alone.
- Initiated and launched a taskforce for the creation of the first cross-platform, online social networking site to facilitate interaction with other players across platforms for Disney games.
- Led cross-divisional strategic, design and production/construction efforts for E3 (Electronic Entertainment Expo), the largest international video game trade event, that drove increased sell-in and generated 150 million consumer impressions.
- Collaborated with global offices, including Europe, Latin America and Japan, to develop online marketing strategies and localize relevant content to support \$265 million in revenue.
- Led a cross-functional branding and retail marketing effort that launched a new line of 15 learning CD-ROM products designed for toddlers to third graders featuring classic Disney characters. The Disney Learning line has generated sales of more than \$86 million and 7.8 million units to date.
- Worked directly with developers and designers in creating online advertising as well as unique websites in support of company franchises and product releases on PC, Wii, Nintendo Gamecube, GBA and DS, Xbox Live and 360, and Sony Playstation, PS2, PS3 and PSP platforms.
- Drove online strategy, marketing plans, advertising, media and promotions for more than 140 gaming SKUs to support \$650 million in revenues at wholesale.
- Managed a creative services team including designers, production managers and external agencies to concept, design and produce broadcast, print and online advertising, retail marketing in-store campaigns, promotional materials and packaging for 150 interactive titles, including games for various targeted market segments (e.g. children 4-7 & 8-12, girls & boys 6-10, tweens, teens, moms, casual & core gamers, males 9-14, males 18+, women 18+, families, and Disney fans).

**The Walt Disney Company – Buena Vista Games, Continued**

- Key liaison to various Disney business units, including Disney Animation and Live Action Studios, Buena Vista Home Entertainment, Disney Channel, ABC, Disney Theme Parks & Resorts, Disney Consumer Products, Corporate Brand Management, and the Disney Internet Group.
- Developed a consumer database of more than 4 million records to facilitate relationship marketing strategies, resulting in a 16% higher registration rate and a 30% lower opt-out rate.
- Negotiated national promotions with partners including McDonalds, Nestlé, Tropicana, AOL, Dannon, Ortega, General Mills, EarthLink/Sprint and Nortel, which generated 700 million consumer impressions.
- Created the first national promotion featuring CD-ROM game samplers distributed on-pack on cereal boxes without cost to Disney. Subsequent promotions became revenue generators in addition to creating promotional value and spearheading a new trend in entertainment marketing.

**Publicis Groupe SA, Saatchi & Saatchi Los Angeles, Los Angeles, California**

1998

**Management Supervisor, Interactive**

Managed relationships and day-to-day activity of the interactive account management team for the West Coast office of a subsidiary of the world's 4<sup>th</sup> largest communications group.

- Created the interactive strategic marketing plan, supporting a \$300 million national Toyota account.
- Oversaw the design and maintenance of Toyota.com, which served 5,000 unique web pages and received 150,000 visitors and 450,000 page views per month (one of the top three auto sites in 1998).
- Negotiated long-term partnerships between Toyota and AOL, CNET, Excite, *The Wall Street Journal*, Capitol Records and Pointcast, representing \$10 million in free promotional advertising.
- Leveraged traditional and interactive marketing, including online, broadcast, print, CD-ROM, kiosk, direct mail and point-of-purchase advertising that drove awareness and traffic to Toyota.com.

**The Palace, Inc., Los Angeles, California**

1997-1998

**Director, Product Marketing**

Led consumer brand marketing for a startup avatar-based multimedia chat environment funded by Intel, Time Warner and Softbank.

- Managed product planning, positioning, promotions, pricing, collateral and advertising, resulting in increased awareness, trial and sell-through of The Palace server software and client memberships.
- Analyzed market opportunities, customer requirements, competitive threats and prioritized product development, resulting in a 50% increase in completed downloads and repeat traffic.
- Led web redesign, which lifted traffic by 46% and earned PC Magazine's "Top 100 Website" award.
- Supervised relationship marketing and member acquisition campaigns, resulting in a 10% improvement in conversion rates and positive customer feedback.
- Created a Palace membership program that resulted in a 20% increase in revenue per subscriber.
- Generated online advertising and media campaigns, incorporating consumer feedback that delivered response rates in excess of 15%.

Virgin Sound and Vision, Los Angeles, California

1995-1997

**Product Manager (1996-1997)**

Managed the product life cycle of children's CD-ROM software for a startup division of Richard Branson's Virgin Group, which included branding, advertising, online and retail marketing, research, packaging, promotions, collateral, and strategic alliances.

- Spearheaded online public relations efforts that resulted in the company's receipt of "Hot Site" awards from *USA Today* and AOL.

**Promotions Manager (1995-1996)**

Developed and implemented consumer promotions with partners including Nestlé, Galoob, Compaq, Paramount Home Video, Turner Entertainment, Warner Bros. and Pizza Hut, generating 50 million targeted impressions over a six-month period.

- Managed relationships with international distribution partners and licensors, resulting in successful product and collateral localization with consistent brand identity and positioning.

**Consultant – Freelance**, Los Angeles, California

1992-1995

Drove branding, market research and creative projects for various clients while attending the UCLA Anderson MBA program full-time.

**Omnicom Group, DDB Needham Worldwide, Inc.**, Los Angeles, California

1991-1992

**Advertising Account Management Assistant**

Developed competitive analyses for clients including Bugle Boy, CIGNA, China Airlines and Universal Pictures for a global division of the world's largest advertising group.

- Collaborated with executive teams, creating marketing plans and new business presentations.
- Received the annual "Most Valuable Player" award from senior management.

**Carter Hawley Hale, Inc. – The Broadway Department Stores**, Los Angeles, California

1990-1991

**Area Sales Manager/Floor Manager**

Managed multiple departments in a flagship Century City store and generated annual department sales of \$1.8 million with a staff of 23 for a department store chain with \$2 billion in sales.

- Recognized by the Senior Vice President of Stores for consistently exceeding the sales plan.

**EDUCATION**

**University of California, Los Angeles, Anderson Graduate School of Management**, Los Angeles, California

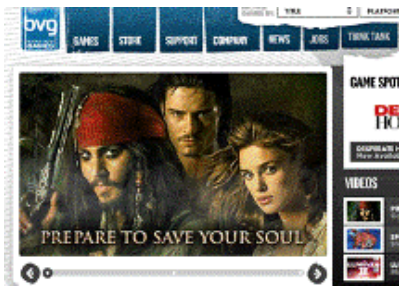
**Master of Business Administration**, Concentration: Technology/Entertainment Marketing, 1994  
Dean's List, Beta Gamma Sigma Honoree

**University of California, Berkeley, Walter A. Haas School of Business**, Berkeley, California

**Bachelor of Science, Business Administration**, Concentration: Marketing, 1990  
Dean's List, Delbert J. Duncan Award – marketing student with the highest record of academic achievement

**AFFILIATIONS**

Photographic Arts Council, Los Angeles County Museum of Art  
Producers Guild of America



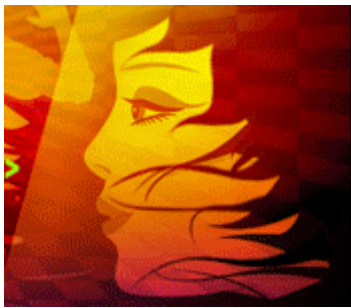
[www.bvg.com](http://www.bvg.com) &  
[www.Disney.com/ videogames](http://www.Disney.com/ videogames)  
2 million page views/month



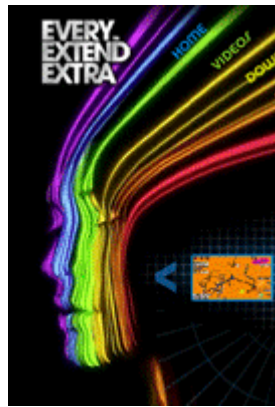
[www.DesperateHousewivesTheGame.com](http://www.DesperateHousewivesTheGame.com)  
275K page views/month



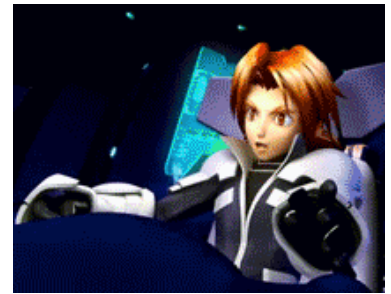
[www.NarniaTheGame.com](http://www.NarniaTheGame.com)  
50K page views/month



[www.Lumines2game.com](http://www.Lumines2game.com)  
125K page views/month



[www.evex.com](http://www.evex.com)  
50K page views/month



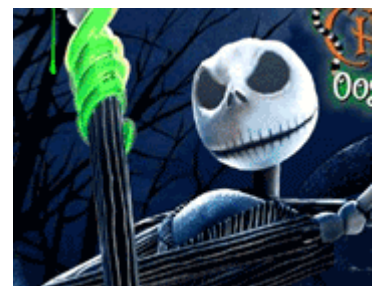
[www.Spectrobes.com](http://www.Spectrobes.com)  
Teaser Site for new Disney IP



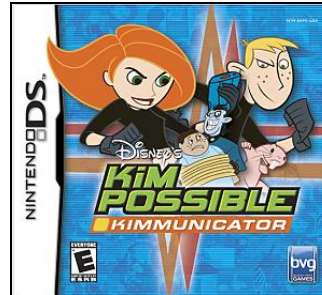
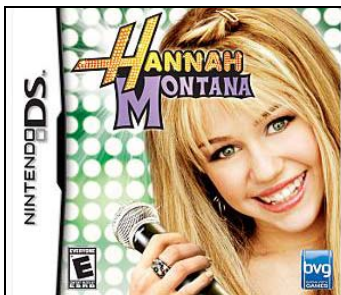
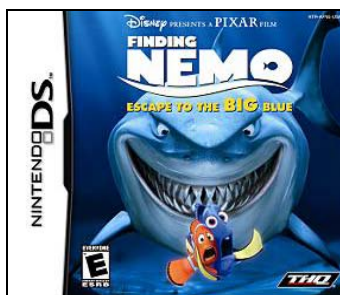
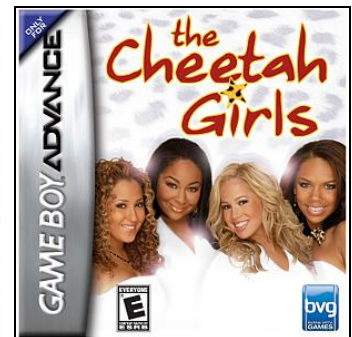
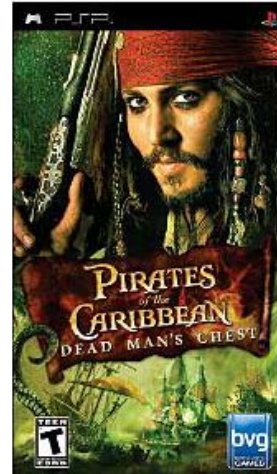
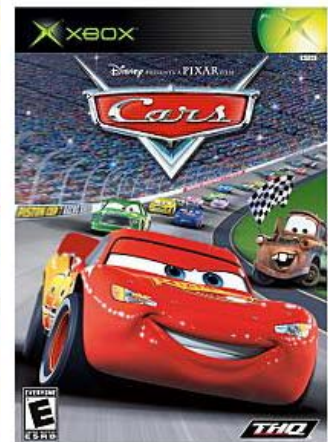
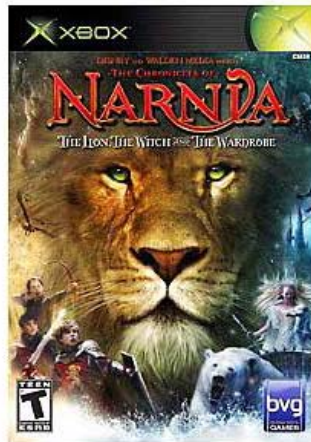
[www.Pirates2thegame.com](http://www.Pirates2thegame.com)  
90K page views/month



[www.turok.com](http://www.turok.com) Teaser site  
50K page views/month



[www.oogiesrevenge.com](http://www.oogiesrevenge.com)  
100K page views/month



Disney Learning Line – Sold 7.8 million units to date