

# SIERRA T. LAI

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## Profile

An **innovation-driven leader** with 5+ years of excellence in strategy and execution of high-impact brand campaigns across entertainment, tech, music, sports, and food at Fortune 500 companies. Combining global experience in the tech, entertainment, and consumer product sectors I have strengths in brand strategy, execution, and content curation to promote cutting-edge activations across mass and niche categories. I have a passion for the intersection of **culture, technology, consumer experiences, and brand strategy.**

## Experience

### **Social & Influencer Go-to- Market Lead @ YouTube / Google • Jan 2023 - present**

Lead social first marketing campaign strategy and budget for YouTube TV and NFL Sunday Ticket

- Managed creator content partnerships and paid media at [our debut](#) as the MSG Sphere's first advertiser resulting in +\$4M in earned media
- Led first ever [YouTube Reddit Megapost](#) strategy with 126% engagement over benchmark

### **Co-Founder & Creative Lead @ that dinner thing • Jun 2022 - present**

Lead brand strategy and creative direction of monthly pop up supper club in NYC

- Scaled partnerships with HeyDay Canning Co, OddFellows Ice Cream, and Meadowcroft Wines resulting in growth of our organic [social following](#) over 180% in 6 months
- Produced 15+ pop up dinner events, including budget management and social content capture

### **Brand Marketing Manager @ YouTube / Google • Oct 2020 - Dec 2022**

Drove creative direction and trends based marketing strategy and execution in service of brand favorability across marketing programs and YouTube products

- Creative direction and omnichannel marketing strategy for [#2022inShort](#), a short form video creation based end of year recap, resulting in 502% above benchmark organic social performance and 129% over benchmark paid influencer content views
- Led trends research strategy and implementation into the first interactive end-of-year experience for YouTube, [ESCAPE2021](#), resulting in being the most positively talked about EOY campaign

### **Product Marketing Manager, Experiential Marketing @ YouTube / Google • Mar 2019 - Sep 2020**

Produced and launched 10+ events and 6+ brand partnerships across Music and Fashion

- Supported leading the creative direction of Coachella 2019 and 2020 (cancelled)

## Areas of Expertise

Executive Leadership • Multichannel Campaigns • Go-to-Market Strategy • Experiential Marketing & Production • Brand Partnerships • Brand Strategy & Marketing • Social Media Strategy & Marketing • Public Relations • Stakeholder Management • Talent Management • Creative Strategy • Content Creator Partnerships • Content Curation

## Education

**University of Southern California • Aug 2015 - Dec 2018**

**University of New South Wales • Feb 2018 - Jun 2018**

*Major: Communications      Minor: Marketing      GPA: 3.97*