

# DIANE LIGHT WAIGHT



## CONTACT



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## EXECUTIVE SUMMARY

Dedicated, Visionary, and Highly Commercial Sales and Marketing Professional. 20+ years' experience working with Marketing, Advertising and PR decision makers at global B2B & B2C brands, media companies and agencies to increase ROI by connecting and authentically engaging their target customers through MarTech, AdTech, Big Data, Integrated Marketing (branded entertainment, social, promotions, sponsorships, partnerships, events, experiential, influencer, and email), sales and execution. Passionate about arts & entertainment, health & wellness, and cannabis.



## RELEVANT EXPERIENCE

### PRESIDENT

#### LIGHT WAIGHT CONNECT, LOS ANGELES, CA / 2009 - PRESENT

Global sales & marketing agency that works with global brands, media companies and agencies to increase their ROI by connecting and authentically engaging their target customers (B2B & B2C) through MarTech, AdTech, Big Data, Integrated Marketing, sales, and execution. Sample clients:

- Distinctive Assets – Selling GRAMMYS®, Critics' Choice Awards, Costume Designers Guild Awards and other influencer events partnerships.
- Crewasis – Cannabis data insights – sales & marketing.
- Analytic Spider sales – A data analytics support company - data visualization and engagement, data wrangling, and collaborative analytics.
- Lure Digital - a full-service marketing and advertising agency – sales consultant
- Wrazel - A Cannabis Network Builder, Investment Platform, B2B Marketplace, and More. Founded with the purpose to bring together qualified ventures, start-ups, service providers, investors and thought leaders that are actively engaged in the cannabis industry. – sales consultant.
- B-STEM sponsorship sales and event execution, including virtual Hackathon and 1-day event in 11 Microsoft stores nationwide, and Samsung 837/NYC Girl Power Biz Camp.
- Integrated sales & marketing, and event execution for Bizzy Girls entrepreneurship & empowerment programs and online Girl Power Community.
- Integrated sales and marketing, and event execution for AllyKatz.com, an international social networking site for girls ages 8 – 14 to stand up, speak out and be heard, and their National Summits and Townhall Meetings.

### BUSINESS DEVELOPMENT EXECUTIVE

#### B3INTELLIGENCE, TORONTO, ON / 2018 - 2019

- Sold advanced data analytics and market research solutions, including but not limited to advertising effectiveness, attribution, conjoint analysis, customer satisfaction and loyalty to advertisers, agencies, publishers, media companies and market research companies.
- Secured and managed partnership with American Association of Advertising Agencies.
- Secured, managed and trained EMI, a panel company partner.
- Worked with data science team to create and launch new attribution products.
- Achieved over \$1 million in sales in 2019.
- Assisted with new website design and new marketing material.

### VP SALES & MARKETING

#### INTERPRET LLC, LOS ANGELES, CA / 2016 - 2018

- Sold OTT, New Media, Gaming, eSports, Mobile, and Entertainment custom and syndicated consumer insights to international brands and agencies.
- Achieved over \$1.1 million in sales 2017.
- Rebuilt New Media Measure – A SaaS platform for brands and advertisers to monitor the impact of new and emerging technology on the future of media and entertainment.
- Oversaw New Media Measure data integration into 3<sup>rd</sup> party crosstab and data visualization products.
- Managed customer expectations and contributed to a high-level of customer satisfaction.
- Account management.
- Created a culture of success and ongoing business and goal achievement.
- Developed and managed sales and marketing operations to deliver profitable growth.
- Sales and marketing collateral development.
- Website design, programming, and management.



## SKILLS

Leadership & Teamwork: ★★★★★

Communications: ★★★★★

Customer Oriented: ★★★★★

Technical: ★★★★★

PR, Adv. & Mktg: ★★★★★

Presentations: ★★★★★

Prospecting: ★★★★★

Closing: ★★★★★

Exceeding Quota: ★★★★★

Vision & Analysis: ★★★★★

Creativity: ★★★★★

Relationship Building: ★★★★★

Problem Solving: ★★★★★



## EDUCATION

- **B.S., CONCENTRATIONS IN MARKETING AND GRAPHIC ARTS**  
Western CT State  
University, Danbury, CT
- **FASHION DESIGN**  
Fashion Institute of  
Technology, New York, NY

## EXPERTISE

### SALES / BUSINESS DEVELOPMENT

- B2B & B2C
- MarTech & AdTech
- SaaS
- Data, Insights & Analytics
- Sponsorships & Partnerships
- Influencer Marketing
- Experiential & Events
- Integrated Marketing
- Financial

### MARKETING/ADVERTISING/PR

- Sponsorships & Partnerships
- Experiential & Events
- Integrated Marketing
- Branded Content
- Multichannel Marketing
- Influencer Marketing
- Email Marketing
- Mobile Marketing

### SOCIAL MEDIA

- Twitter
- Facebook
- Instagram
- YouTube
- LinkedIn
- Pinterest
- Snapchat

## SOFTWARE/IT SKILLS

- SaaS
- Microsoft 365
- G Suite
- Adobe Cloud
- WordPress & Joomla!
- HTML & CSS
- Salesforce.com & CRMs
- Mailchimp & Marketing Automation Platforms
- Visual FoxPro, Delphi & SQL

### VP SALES & MARKETING

#### THE MARKETING WORKSHOP, INC., ATLANTA, GA / 2006 - 2009

- Sold custom insights to national brands and agencies across industries.
- Achieved Over \$600K in sales from August 1, 2008 – January 30, 2009.
- Website design and marketing collateral that supported sales objectives and meets organizational expenditure requirements.
- Account management.
- Participated in trade show/conference management and execution.
- Launched and managed DaVinci ForeSight (Invoke's white label platform)
- Managed the sales and marketing department budget and used financial strategy to advise all sales and marketing plans.

### DIRECTOR OF CLIENT & MARKET DEVELOPMENT

#### MILLWARD BROWN, ATLANTA, GA / 2007 – 2008

- Sold custom insights to international brands and agencies across industries.
- Ended Q2 2008 with over \$4.7 million in sales, when the yearly quota was \$1.8 million; Exceeded 2007 quota of \$1.5 million.
- Cross-sold Millward Brown's sister companies research products.
- Account management.

### SENIOR ACCOUNT EXECUTIVE

#### INVOKE SOLUTIONS, WALTHAM, MA / 2005 - 2006

- Sold Invoke's online hybrid marketing research platform to channel partners, brands, market research companies, and agencies.
- Identified, developed and trained channel partners.
- Joint sold and trained channel partners.
- Assisted senior management in developing and implementing the monthly account planning and activities.
- Collaborated with channel partners (including Millward Brown and The Marketing Workshop).

### ACCOUNT MANAGER

#### CLARION MARKETING & COMMUNICATIONS, GREENWICH, CT / 1987 - 1993

- Developed and executed sports and event marketing, sweepstakes/games, and promotional programs. Sample work:
- Buick Super Bowl XXV Title Sponsor – Managed and executed national promotional programs around title sponsorship, including Super Bowl tail gate parties in major cities and sending consumers to the Super Bowl and Pro Bowl
- Quaker State NASCAR, CART & NHRA Racing Sponsor – Sold, managed and executed radio and event promotions in cities where Quaker State sponsored cars were racing, including the Daytona 500
- Showcased the Cadillac Allanté at philanthropic events in major cities throughout the US – Identified, sold into and created cross-promotions/sponsorships at these events
- Gillette 3 Point Challenge Promotion in conjunction with the NCAA Final Four – Managed all prizes, including sending winner to the Final Four. Designed Gillette baseball cap that looked and felt like a basketball.



## OTHER EXPERIENCE

### BOARD MEMBER - MARKETING RESEARCH SIG CHAIRPERSON (VOLUNTEER)

#### AMERICAN MARKETING ASSOCIATION, ATLANTA, GA / 2008 - 2010

- Played a key role in building a collaborative marketing research community for the Atlanta Chapter.
- Developed and executed national speaker and networking events, tripling event attendance.



## SAMPLE CLIENTS

Disney, Bizzy Girls, AllyKatzz, B-STEM, Delmondo, Microsoft, Samsung, OMG, Verizon, Initiative, Blizzard Entertainment, AT&T, Droga5, YuMe, Redbox, Fandom, Square-Enix, Sony Pictures Entertainment, Universal Music, Electronic Arts, Ubisoft, Nestle, Kimberly-Clark, Bath & Body Works, Nissan, VF Corp, Georgia-Pacific, Burger King, Wells Fargo, Colgate-Palmolive, General Mills, BBVA Compass, Pepsi, GM, Gillette, NCAA, NASCAR, NFL.



## REFERENCES

- Available upon request.
- Significant and recent LinkedIn recommendations.