

KRISTINE DUONG

Global Partner Marketing | Go-to-Market Strategy | Channel Operations | Marketing Communications

📞 6265925288 @ kristine.duong@gmail.com 🔗 linkedin.com/in/kristineduong 🌐 kristineduong.com 📍 Los Angeles, California

SUMMARY

Marketing communications and partner enablement leader with 10+ years driving global go-to-market strategy, partner ecosystem growth, and integrated multi-channel campaigns across digital media and platform companies. Deep expertise as the central point of integration across Brand, Operations, Partner Comms, Design, Legal, and GEO teams, with a proven track record of building frameworks, optimizing processes, and communicating strategy clearly to leadership. Hands-on experience at Apple, YouTube, Meta, and major entertainment studios scaling emerging programs across global markets.

CORE COMPETENCIES

-  **Channel & Services GTM**
Channel roadmap development, quarterly marketing planning, brief development, integrated communications plans
-  **Cross-Functional Integration**
Central point of contact across Brand, Partner Comms, Operations, Planning, Design, Interactive, GEO, and Legal
-  **Creative Oversight**
Brief-to-delivery oversight, Plan of Record (POR) management, brand consistency, on-time creative execution
-  **Stakeholder Communication**
Executive-level reporting and presentation skills, structured briefing, influencing without authority, cross-organizational alignment
-  **Tools**
Keynote, Slack, Miro, Salesforce CRM, Adobe Creative Suite, Google Suite, Tableau, Slack, Figma, Sketch, GenAI

EDUCATION

Bachelor of Science, Management - Marketing

University of California San Diego

📅 09/2011 - 06/2015 📍 La Jolla, CA

EXPERIENCE

Channel Cross-Functional, Global Partner Communications Manager

Apple (via Magnit)

📅 05/2025 - Present 📍 Los Angeles, CA

- Serve as the central point of integration and accountability for channel marketing initiatives for 8 Apple Wallet LOBs across 30+ global regions, partnering with Brand, Operations, Partner Comms, Design, GEOs, and Legal teams to seamlessly lead channel work through Marcom
- Develop creative briefs and integrated communications plans for Apple Financial Services in Channel, facilitating alignment with brief owners, strategists, and creative partners while managing ever-shifting priorities with operational rigor across 50+ concurrent workstreams
- Scale ID in Apple Wallet and Mobile ID Acceptance on iPhone LOBs by driving updates to partner marketing guides, developing new feature launch copy, and overseeing lifestyle photography and motion creative – directly supporting new state launches and expanding partner asset portfolio
- Improve the screen development process to deliver 100+ assets in a single quarter (4x increase over the 25-screen baseline in prior quarters) through tightened brief-to-delivery workflows
- Build geo-facing tracking systems and monthly newsletter to surface new asset handoffs, upcoming localization pipeline, and geo expansion plans – increasing visibility across global teams, reducing follow-up cycles across regions, and gaining positive team sentiment

Strategic Partnerships Manager, Metaverse Content & Games

Meta (via Magnit)

📅 03/2023 - 03/2025 📍 Los Angeles, CA

- Served as primary central point of contact and integrator between Marketing, Product, and external IP/licensor partners, coordinating creative development, approvals, and GTM strategy for 30 major product launches of branded avatar collectibles
- Established the Metaverse Trusted Vendor Program: developed value proposition, messaging, and onboarding communications materials for 40 vetted producers, enabling scalable partner engagement
- Managed cross-functional alignment across art, product, legal, and marketing teams for multi-million-dollar partnerships, delivering 14M+ downloads and supporting \$3M+ in licensing deals
- Led global Developer Day events (200+ attendees), producing keynote content and driving creative alignment across product, engineering, and data science stakeholders
- Built frameworks and actionable processes for brief development, SOW creation, asset approvals, and budget workflows, improving speed-to-launch and stakeholder clarity across partner touchpoints

Sr. Strategic Growth Partner Manager, Blockchain Creators

Dapper Labs

📅 01/2022 - 11/2022 📍 Los Angeles, CA

- Executed go-to-market programs that drove \$1.5M+ in annual revenue, supporting pipeline development and partner expansion across entertainment, CPG, and sports verticals
- Owned partnership performance reporting, using data to identify optimization opportunities and guide future partner investments
- Collaborated cross-functionally with Product, Engineering, Legal, and Marketing to scope prioritized partner initiatives, manage delivery, and ensure operational rigor
- Built scalable operational processes and documentation to support rapid growth and evolving partner priorities

Developer Partnerships Manager, Ecosystem Enablement

Meta (via Magnit)

📅 03/2020 - 12/2021 📍 San Francisco, CA

- Produced 50+ co-marketing campaigns for Messenger for Business (\$5M+), managing creative approvals, asset QA, and GTM workflows with scaled vendors
- Hosted quarterly global XFN All-Hands events, driving 100% positive sentiment across policy, product, partnerships, ops, and marketing teams
- Built procedural playbooks and operational frameworks for 40+ Strategic Partner Managers, improving production pipelines and scaling global workflows
- Managed concurrent workflows using project management tools to ensure on-time delivery and cross-team visibility

PROJECTS

Side Hustle Diaries

📅 2024 - Present 📍 Los Angeles, CA

Business Podcast Creator & Host

- Founded, produced, and marketed an independent podcast on Spotify and Apple Podcasts — managing the full brief-to-delivery workflow: brand identity, social communications strategy, creative production, edited A/V content, talent sourcing, and publishing
- Leveraged Gen AI tools to engineer, create, and launch marketing materials and production assets
- Partnered with content creators and entrepreneurs to develop narrative

AR Effect Content Creator

📅 2023 - 2025 📍 Los Angeles, CA

Developed and launched Augmented Reality effects on media platforms (Instagram, Facebook, and Messenger)

- Generated over 210K impressions over 1 year across 2 published effects
- Successfully reached 92% of Gen Z and Millennial audiences across global users
- Self-taught development using Spark AR

VOLUNTEERING

Program Volunteer

Los Angeles Food Bank

📅 2023 - Present

Pack and sort food allocations for delivery to residents, combatting food insecurity

Foster-Screening Volunteer

Hopalong Animal Rescue

📅 2021 - 2022

Conducted 50+ interviews with potential foster candidates and assess fit for cat/dog fostering or adoption

Kitchen Volunteer

Glide Social Services

📅 2019 - 2020

Service local community by prepping and serving fresh produce and/or meals

EXPERIENCE

Product Marketing Communications Manager, Core & Creators

YouTube (via Adecco)

📅 04/2018 - 02/2020 📍 San Bruno, CA

- Established product narratives, positioning, and strategy for creator audience and product launch campaigns for YouTube Kids, News, Premieres, Stories, and Responsibility, Trust & Safety – representing marketing communications strategy across a broad range of messaging vehicles and deliverables and resulted in gaining 14M impressions and +32% adoption
- Initiated creative go-to-market strategy and production briefs with agency partners from conception to execution phases for YouTube Kids for parent audience and scaled to 23+ global markets against tight deadlines
- Drove 100% approval from top video creators and licensing partners across 14 countries by hosting industry events, producing keynote materials and SPM pitch decks, and leading creative initiatives to increase product awareness
- Produced and designed launch assets across web, paid social, newsletters, and blog, maintaining brand narrative consistency across all channel and partner touchpoints

Production Services Associate Marketing Manager

20th Century Fox

📅 04/2016 - 04/2018 📍 Century City, CA

- Drove integrated brand and channel marketing campaigns for 20th Century Fox Studios and 12 production service sub-brands by heading strategic planning, industry partnerships, and multi-channel advertising
- Boosted YoY revenue across multiple departments by developing, managing, and launching marketing campaigns and partnerships through media buys, sponsorships, and print and digital advertising
- Overhauled and optimized the Fox Studios website for mobile following user analytics analysis, increasing site visits by 300% in 6 months.
- Built teamwork and fostered trusted relationships with department heads, influenced marketing plans with studio President and C-level execs, and led stakeholder management

Creative Print Marketing Coordinator

The Walt Disney Studios

📅 06/2015 - 04/2016 📍 Burbank, CA

- Coordinated creative production from conception of key art to finishing of OOH and digital marketing campaigns (10+ titles per year) for Disney Animation, Marvel, Lucasfilm, Pixar, and DreamWorks franchises for 8M+ multicultural kids, teens, and adult audiences
- Communicated project management workflow and asset tracking process across all titles and creative print assets and digital deliverables (100+ specs) for distribution with internal/external agencies ensuring quality assurance
- Partnered cross-functionally with media planning, social media marketing, communications, public relations, promotions, and data insights teams to create strategic briefs and creative execution plans across paid media channels
- Informed studio executives and filmmakers to ensure alignment throughout the production process for titles amassing \$6B+ in revenue