

KEELEY TOBIN

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I build brand growth through insight. With 15+ years of experience delivering data-informed strategy, innovation and growth for global brands, I specialize in uncovering what moves consumers and translating that into actionable plans. From double digit sales lifts to billion-view content plays, I've built brands that connect, campaigns that convert, and teams that deliver results.

WORK EXPERIENCE

MARKETING CONSULTANT & BUSINESS OWNER, HARLI MARKETING LLC

April 2025 – Present

- Advise APAC and US clients with insight-driven growth strategy, brand positioning, consumer segmentation. Experienced working with diverse partners from founder to creative lead to clarify value propositions and prioritize investments.

Relocated to Japan December 2024

SR. MANAGER, GLOBAL BRAND DEVELOPMENT & MARKETING, HASBRO INC., HASBRO GAMING

August 2022 – January 2025

- Led global strategy and go-to-market execution for Hasbro Games portfolio, including Monopoly, Clue & Avalon Hill. Oversaw a cross-functional marketing team delivering player acquisition-focused growth strategies & campaigns.
- Built and operationalized a scalable go-to-market framework for 20+ annual new game launches, including partner co-marketing pilots to test player acquisition and retention loops.
 - Established a new global budgeting model across paid and owned media to maximize ROI and guide investment prioritization. \$5M budget with primary retail channels: direct & e-commerce.
 - Launched GameFinder, Hasbro's first AI-driven product discovery platform, establishing a new consumer insights pipeline by leveraging 1st-party data to inform marketing strategy.
- Developed brand repositioning strategy and led global integrated campaign for Monopoly. The award-winning campaign drove brand relevancy and affinity.
 - Managed a multi-million-dollar production and media budget to revitalize the classic brand. Activations included linear and digital media, social, influencer, PR, and OOH.
 - Collaborated with research, media and ad agencies, product marketing, regional teams and social on development.
 - Results: +10% in brand affinity, +3% brand purchase intent, +6% perception lift.
- Delivered the global campaign playbook for the Clue relaunch, translating strategy into cross-channel execution plans. Campaign included activations across digital and social media, brand partnerships, influencers and PR.
 - Results: Lifted Q1 sales +55% YoY, generated +260M media impressions at launch, and drove significant earned media momentum on social.
- Built the Avalon Hill growth strategy, focused on community development and trial programs to boost player acquisition.
 - Results: Delivered 2x gameplay trials YoY at GenCon, the largest U.S. board game convention, and launched the first-ever HeroQuest livestream, achieving record influencer engagement rates up to 20%.

SR. MANAGER, GLOBAL BRAND DEVELOPMENT & MARKETING, HASBRO INC., BABY ALIVE

January 2019 – August 2022

- Owned franchise growth strategy, P&L planning and global toolkit execution for \$100M brand. Consistently delivered against brand revenue targets, achieving category leadership as the #1 brand in the G11 Nurturing Dolls category.
- Led cross-functional brand team and regularly presented strategic initiatives, growth plans, and performance insights to senior leadership and regional partners across APAC, EMEA, and LATAM. Direct reports included Brand and Product Marketers.

- Drove portfolio expansion through new product, licensing and channel strategies.
 - Negotiated licensing deal and launched the brand’s first entertainment-licensed doll: Baby Alive Baby Shark.
 - Expanded channel strategy to improve retail presence in underpenetrated segments. Result: +68% POS growth in the value channel (2020).
- Repositioned Baby Alive from a seasonal toy brand to a multi-platform IP.
 - Launched foundational digital entertainment strategy. Executive produced YouTube-first animated content, building equity and always-on engagement. Results: +1B views and +2.5M subscribers globally by Season 2.
 - Led brand refresh: partnered with creative leadership on concept development, owned research testing, and oversaw rollout across product and consumer touchpoints.

MANAGER, GLOBAL BRAND DEVELOPMENT & MARKETING, HASBRO INC., QUICK STRIKE

April 2017 – January 2019

- Lead marketer on Quick Strike team. Identified new consumer and category trends and translated them into product strategies. Developed product P&Ls and go-to-market strategy, and delivered on accelerated timelines.
- Collaborated across product, regional marketing, and finance to develop strategic business cases for new brands; pitched directly to executive leadership to secure launch approval and funding.
- Launched new collectible brand Lost Kitties in 2018 through an omni-channel campaign across TV, digital, influencers, and conventions. Drove growth through rapid partnerships with publishing & media partners.
 - Result: Delivered a \$15M “Top New Brand” in the collectibles Circana category.

SR. PROJECT ENGINEER, HASBRO INC., HASBRO GAMING

October 2012 – April 2017

- Managed a team of electrical and project engineers responsible for delivering games to cost & schedule objectives.
- Owned product development of Speak Out, the fastest-to-market game in Hasbro history.
 - Results: Launched in 11 weeks and became the #1 New Gaming Property in 2016.
- Temporary relocation to Hasbro’s Hong Kong office. Led cross-site workflow standardization to reduce product cycle times and improve global collaboration.

RELIABILITY ENGINEER, HASBRO INC.

November 2009- October 2012

- Partnered with marketing and development teams to launch products meeting global safety & reliability standards.

EDUCATION

Master of Business Administration - Boston University - 2014

B.S. Mechanical Engineering - University of Rhode Island - 2009

SKILLS – Consumer Marketing, Product & Brand Strategy

- Full-funnel growth strategy & budget management experience across paid, owned, and earned media
- AI-literate; hands-on experience leveraging emerging technologies
- 10+ years of people leadership and team development
- Agency & internal creative leadership; delivered 10+ high-impact creative campaigns
- Languages: English (native); Japanese (elementary, actively studying)

VOLUNTEER

Marketing strategy & website management - *New Beginnings Kitchen*, Woonsocket RI

Charity Committee member – *Saint Maur International School*, Yokohama Japan