

MAGGIE MARKETING

Phone ▪ email ▪ location ▪ LinkedIn

VP OF MARKETING

— INTERNATIONAL LUXURY BRAND MARKETING & GLOBAL COMMUNICATIONS LEADER —

Marketing and Branding executive with experience driving international luxury brands to increased awareness and global recognition—and a history of recruiting and developing high-performing and international marketing teams. Expert ability to lead marketing and branding strategy, implement effective marketing operations, and manage external agencies to develop world-class creative work.

CORE CAPABILITIES

Luxury Brand Management ▪ Luxury Brand Marketing ▪ Marketing Operations ▪ Global Brand Marketing ▪ High-Performance Team Management ▪ International Event Planning ▪ Global Stakeholder Communications ▪ Fashion eCommerce

EXECUTIVE EXPERIENCE

VICE PRESIDENT, DIRECTOR OF BRAND MARKETING ▪ XXXXXX ▪ New York, NY ▪ Year to Present

Lead branding and marketing strategies internationally for a global luxury real estate network with 1200 affiliate offices in 45 countries.

- Recruited to be Account Manager in 2011 and **quickly promoted twice to current role** leading corporate branding and marketing in 2014.
- **Lead brand marketing strategy**, including brand identity and expression, marketing collateral, print and digital advertising, PR and communications, and global events.
- Hired and currently oversee creative design and marketing teams, including **management of international marketing staff** in Hong Kong, London, Beverly Hills, and Palm Beach; oversaw staff career growth and development.
- Collaborate with cross-functional teams, including strategy, business development, finance, public relations, and C-Level executives.
- Present marketing and branding initiatives to affiliates at 2 international conferences per year.
- **Create and own a \$5M annual marketing budget** for print, digital, and magazine production.
- Oversee the design and production of 2 magazines (one quarterly and one annual luxury edition).
- **Manage relationships and creative direction for outside agencies** for magazine production, videography, and marketing and branding work.

Significant Achievements:

- Established marketing divisions in Hong Kong, London, and Los Angeles, and restructured the New York office.
- **Reengineered on-boarding process for all new affiliates**, giving them streamlined access to company's products, services, and training opportunities worldwide.
- Developed a Luxury blog to repurpose magazine content, which **led to 10% additional visitors**.
- **Launched first online marketing portal** allowing all affiliates to customize their own marketing collateral on-demand.
- **Digitized all print advertising** to run seamlessly across multiple platforms and Facebook.
- **Directed a complete website overhaul**, including oversight of new photography, updating the overall design, and managing the addition of video; **efforts led to a 31% increase in website traffic** after refresh.
- Reenergized social media marketing, leading to a **585% increase in Facebook-page likes** and **100K-follower growth on Instagram** since 2015 launch.

EXECUTIVE EXPERIENCE, continued

SENIOR DIRECTOR, MARKETING & COMMUNICATIONS, XXXXXXXX ▪ LOS ANGELES, CA ▪ Year to Year

Recruited to develop strategic plans and implement marketing and communications initiatives for a new portfolio of investments at a private investment firm.

- **Planned and managed a \$1M annual marketing budget** encompassing market segmentation, marketing communications, digital and print advertising campaigns, social media campaigns, email campaigns, public relations, and web design and content.
- **Hired, trained, and developed a marketing team** including graphic design, copywriting, and administrative staff.
- **Oversaw outside agency partner relationships** and directed work for graphic design, website creative development, and public relations.
- Led the brainstorming and implementation of new creative campaigns; developed innovative approaches to strategically reach target consumers; implemented new media and technology communication strategies; managed creative process for all digital and traditional marketing.
- Supervised project timelines to ensure critical programs were delivered on time and within budget.
- **Managed sales operations** and led sales training for individual performers.

Significant Achievements:

- **Developed and executed the brand marketing strategy;** directed creative team on honing brand identity and voice; and implemented and monitored social media campaigns to improve brand awareness.
- **Created investor communication standards** and mechanisms, including database development, e-mail marketing, and quarterly investor updates.

SENIOR MARKETING MANAGER, XXXXXXXX ▪ LOS ANGELES, CA ▪ Year to Year

Developed and implemented quarterly strategic marketing plans for Fortune 500 National Banks and Lending Institutions.

- Recruited, hired, trained, and **managed an 11-person marketing team.**
- Managed cross-functional teams and external agencies to implement advertising, events, promotions, and online campaigns.

Significant Achievements:

- Organized and **managed new product launches**, promotional opportunities, and online strategies, including a significant **partnership with MTV.**
- **Directed private-label branding of new websites** for partner banks and financial institutions.

EDUCATION

Bachelor of Arts in Business Administration, Marketing
CALIFORNIA STATE UNIVERSITY, Northridge