



SUMMARY

Creative marketing & sales professional with 7 years of experience strategically guiding market share growth for a luxury lifestyle brand in the Music Industry. Exceptional skills in creative direction, digital marketing, strategic partnerships, and experiential marketing. B2B & D2C experience in fast-growing startups.

KEY SKILLS

- Creative Direction
- Brand Building
- Digital Marketing
- Art Direction
- Social Media
- Graphic Design
- Event Marketing & Activations
- Brand Partnership Management
- eCommerce & Retail Strategy

PROFESSIONAL EXPERIENCE

Vice President, Marketing

July 2020 – Present / Bond Audio, New York City

Oversee marketing and brand development for D’Angelico Guitars, Supro USA, and Pigtronix brands. Lead strategies for sales and brand awareness growth initiatives including all digital marketing, social media, brand partnerships giveaways, artist campaigns, product displays, and digital & print CO-OP marketing with retailers. Manage all public relations and paid media. Interface with development personnel to oversee website creative and functionality, ensuring intuitive UX with consistent branded visuals. Analyze KPIs across digital, retail, and experiential activations to guide decision making. Oversee marketing budget and marketing team consisting of 15+ full time employees and independent contractors.

Key Achievements:

- Redesigned & relaunched newly acquired Supro & Pigtronix brands; redeveloped brand creative and content; lead strategy behind all brand growth plans
- Led marketing operations integrations for brand acquisition
- Led partnership with Ace Hotels placing custom Ace x D’Angelico Guitars in their hotels globally for retail and display; collaborate with partnership team to build an integrated marketing campaign to support partnership launch working with artists and media for maximum reach

Vice President, Marketing

December 2018 – July 2020 / D’Angelico Guitars, New York City

Direct all branding and marketing initiatives for a rapidly growing manufacturer of specialty musical instruments. Own all digital & social media marketing strategies and implementation. Own operations for special events and activations at NYC Showroom as well as international tradeshows, sponsorships and activations. Manage all content creation. Define and maintain brand identity through Art Direction. Manage all PR, paid media, and partnerships. Interface with development personnel to oversee website creative and functionality. Built custom reporting systems for data analytics reviews to drive strategies.

Key Achievements:

- Employed innovative social media marketing strategies to increase followers by 2M+ across all channels; secured a 300% increase in web traffic in first year of redefined strategies
- Spearheaded product design, licensing contracts, and general marketing for co-branded and licensed products with internationally known brands such as Disney’s Marvel and The Grateful Dead.
- Owned launch of DTC eCommerce website for audience in Brazil; Lead website development and shopify integration; Managed digital marketing strategy to drive sales and awareness in new market
- Owned opening of brand’s first retail location in Aspen, Colorado; Set up POS system, inventory allocation, all marketing, directed special events, hired staff, and designed accessories and apparel line to complement available product line.
- Developed and lead brand partnerships with Absolut Elyx, ESPN X Games, Burton, Headcount.org, Warner Music Group, Sony Music, and the World Surf League.

Director, Marketing**August 2016 – December 2018 / D'Angelico Guitars. New York City**

Led marketing, branding, and advertising strategy to drive consistent sales growth. Establish optimal brand visibility in a competitive industry. Oversaw the development of new creative content designed to align with and reinforce a distinct brand identity. Manage social media content schedule, paid ads, influencer programs, and campaign reporting. Facilitated product placements for TV & film, Artist Relations, and unique lifestyle properties to increase brand awareness and positioning in the market. Established eCommerce framework by creating Shopify website. Managed ordering and design for lifestyle apparel and accessories. Managed brand partnerships and sponsorships with high-profile entities including Dream Hotels, Hard Rock Hotels, Spotify, Jimmy Kimmel Live, Bloomingdales, Illegal Mezcal, The Surf Lodge, Soho House, etc. Managed licensing operations, product design & marketing support for growing licensed products business. Directed all charitable efforts.

Key Achievements:

- Managed brand presence and operations at over 60 events and music festival activations internationally
- Led Creative Direction behind new marketing content and brand positioning strategy
- Redeveloped SEM, SEO, and CRM strategies and provided in-depth reports to better analyze all digital marketing tactics
- Began brands DTC presence through luxury pop-up retail placements

Art Director**January 2014 – August 2016 / GTR Store and D'Angelico Guitars. New York City**

Produce & oversee creative content for a variety of deliverables used in advertising, marketing, and product design. Created brand-consistent visual content. Directed the photography of artists, new products, and special events to create campaign materials. Managed creative freelancers. Organize content shoots. Graphic Designer for all creative needs including large scale trade show displays, billboard placements, digital marketing assets, packaging, and product design. Managed email marketing and customer acquisition campaigns.

Key Achievements:

- Developed design for a guitar sold at charity auction for \$500K+
- Designed top selling and limited edition products for licensed brands such as The Grateful Dead, Marilyn Monroe, and Elvis Presley
- Created brand identity and aesthetic guidelines

Prior: Graphic Designer at Kristen Hanson Jewelry (2013), Creative Team Intern at Katz Marketing Solutions (2013), Graphic Designer at St. John's University (2009-2013)

Technical Proficiencies: Adobe Creative Suite (Photoshop, InDesign, Illustrator), Loomly, Later, Shopify, MailChimp, Google Suite, Microsoft Office Suite, Google Marketing: Analytics, Data Studio, Ads platform, Adroll, Criteo, Facebook Creator Studio and Business Manager, Wordpress + Custom CMS.
Bilingual: Spanish-Native

Education: Bachelor of Science in Advertising Creative, St. John's University, Class of 2013

