

# BRIANA T. ROTELLO

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## SUMMARY

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A **results-motivated** marketing and events fanatic with **6+ years experience** leading **high-impact B2B and B2C** marketing and event campaigns, developing **engaging digital campaigns** that drive ROI based on various brand KPIs, and **growing consumer and audience reach**, fostering **brand awareness and adoption**.

## EDUCATION

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### Fordham University

*Bachelor of Science: Communications and Media Studies, Business Marketing*

**Bronx, NY**

September 2010- May 2014

## EXPERIENCE

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### Hearst

**Integrated Marketing Manager, The Fashion Group**

**New York, NY**

July 2018- Present

*Prior to becoming the Manager of Integrated Marketing for Hearst Fashion Group (ELLE, Marie Claire, and Harper's BAZAAR), I was the Associate Integrated Marketing Manager for Marie Claire.*

- Conceptualize and implement digital and physical marketing strategies and event activations across all three TFG brands to support global client partnerships and brand needs
- Drive strategy behind original content, influencer and media partnerships for 360-market integration
- Execute brand marketing plans based on provided client budgets through paid social, multi-targeted digital + email campaigns, sales data, and print marketing to deliver proven ROI
- Measure the success of brand marketing plans based on individual business performance using IRI, digital and social metrics, and collected sales data
- Partner with sales, finance, creative teams and Hearst digital to create cross-functional digital content, both custom and supplied, to drive business based on client KPIs
- Support the development and execute large-scale brand events such as the Marie Claire Power Trip, Power Trip Reunion, Marie Claire Change Makers, and more

### David Yurman

**Marketing and Events Coordinator**

**New York, NY**

August 2017- July 2018

- Worked cross-functionally to strategize and execute quarterly wholesale, retail and branding initiatives, contributing \$20M in event sales annually, a 17% growth in event sales from 2016
- Oversaw events marketing budget allocation and management of up to \$4M per quarter for retail, branding and wholesale departments
- Produced assets through copywriting, editing and layout design for paid social, email, digital and print deployment
- Managed relations and on-site event correspondence with brand ambassadors, charitable organizations and public figures for press days, market days, special events and brand partnerships
- Collaborated with PR and external PR agency to identify influencer and brand partnership opportunities
- Liaised with CRM team to identify current customer base and target markets

### SANDOW

**New York, NY**

September 2014- August 2017

#### **Marketing + Events Associate, Interior Design Magazine**

After a little over a year at Luxe Interiors + Design, I was recruited by the Vice President of SANDOW to become the Marketing + Events Associate at Interior Design Magazine. Building relationships between client, vendor, and internal team services, I collaborated with the Events Director and Marketing Director to plan and execute a variety of events designed to enhance brand partnerships from international conferences of 300+ guests to intimate, in-office roundtables.

#### **Executive Assistant, Luxe Interiors + Design Magazine**

Kicking off my career as the assistant to the Executive VP of Sales, I managed sales accounts and created proposals and contracts for high-level clients. My responsibilities quickly evolved to include the organization of quarterly team meetings for the entirety of the Luxe Interiors + Design brand as well as aid in the logistics and development of brand events.

## SPECIAL PROJECTS, SKILLS, AND INTERESTS

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### Projects

**Mode Magazine:** While at Fordham University, I conceptualized and produced the University's first student-led magazine, which remains in production to this day

### Skills

Project management, relationship building, Microsoft Office (self-proclaimed Excel wizard), Google Drive, Google Analytics, Concur, SEO, basic HTML, InDesign, Facebook and Instagram Analytics, GoogleAds, Keynote, all social media platforms

### Interests

Running on the Hudson River Park, seeking out the best chocolate chip cookie the city has to offer, making home-made ravioli, eating home-made ravioli, bad-singing the Hamilton soundtrack, and torturing my fiancé on Instagram Stories