

## EXPERIENCE

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### Brand Manager

York Design Group – Brewster Home Fashions

12/2024 – Present, Randolph, MA

- Drives brand strategy and execution for 3 brands, managing content, campaigns, and communications across retail, e-commerce, and digital platforms.
- Develop and implement comprehensive brand strategies, including style guides, messaging frameworks, and value propositions for all branded content.
- Oversee marketing initiatives from copywriting and promotional collateral to email segmentation and PR coordination.
- Lead cross-functional project management for new product launches and seasonal campaigns, ensuring alignment across sales, merchandising, licensing, and creative.
- Spearhead tradeshow planning and support national accounts with tailored marketing plans.
- Analyze competitor insights and customer data to inform strategic decisions and identify market opportunities.
- Manage and mentor content marketing and social media team.

### Sr. Marketing Communications Coordinator

York Design Group – Brewster Home Fashions

04/2024-12/2024, Randolph, MA

- Managed 50+ monthly marketing projects across blog, email, social, and web.
- Owned all high-converting product descriptions, branded copywriting, and campaign messaging.
- Optimized SEO to increase visibility and drive e-commerce traffic.
- Acted as PR liaison; secured and supported media and influencer campaigns.
- Mentored junior team members and upheld brand consistency across all channels.
- Reported on social media analytics to inform strategy and drive engagement.

### Marketing Communications Coordinator

York Design Group – Brewster Home Fashions

04/2022-04/2024, Randolph, MA

- Developed cross-channel content (email, social, blog, packaging).
- Drove 600%+ YoY social engagement through organic strategy.
- Managed influencer relationships to support product launches and brand awareness across 4+ product verticals.
- Mastered brand-aligned copywriting for web, email, social, and promotional materials.
- Tracked KPIs and optimized content strategy to boost ROI and reach.

## SKILLS

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Brand Strategy & Development, Marketing Project Management, Competitive & Market Analysis, SEO Copywriting & Editing, Storytelling for Brands, Email Platforms (e.g., Klaviyo, Mailchimp), PR & Media Relations, Smartsheet / Asana / Monday.com, Google Analytics, Meta Business Suite, Adobe Suite, Canva, Cross-Functional Collaboration, Team Leadership & Mentorship, Licensing Collaboration, DTC & eCommerce Marketing, Tradeshow & Event Coordination, Consumer Product Positioning

## EDUCATION

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**BA – Communications & Digital Media Studies** | GPA: 3.8

Minors: Public Relations & Management