

Contact

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christinezaccaro (LinkedIn)

Top Skills

Communication

Brand Management

Social Media Marketing

Christine Zaccaro

Brand and Experiential Marketing Genie
Los Angeles, California, United States

Summary

I am an expert brand and experiential marketer passionate about driving culture and innovation forward. As an expert in the experiential space, I thrive on creating memorable, FOMO-inducing activations with great attention to detail and execution, allowing for high-impact campaigns. Ultimately, I excel at developing a creative brainchild and bringing it to life, creating long-term connections amongst clients, vendors, brands, and consumers.

CLIFTON STRENGTHS: ACHIEVER | COMPETITIVE |
FUTURISTIC | FOCUSED | RESPONSIBLE

Experience

RapportWW

Senior Producer, IMPACT X

April 2024 - Present (11 months)

Los Angeles, California, United States

RMNG

6 years 1 month

Senior Program Manager

January 2022 - April 2024 (2 years 4 months)

Los Angeles, California, United States

Senior Producer

July 2019 - December 2021 (2 years 6 months)

West Hollywood, CA

Spearhead full-scale brand partnerships and experiential in-person and digital campaigns, managing program budgets from \$25k - \$5M+ targeted directly to client goals and KPIs. Ideate program strategy with clients to create immersive

experiences focused on the 360-degree consumer journey to maximize impressions and engagements

Producer

April 2018 - July 2019 (1 year 4 months)

West Hollywood, California

Manage the setup, progression, and culmination of 750+ activations, including nationwide tours, pop-up activations, and quarterly programs

EF Education First

Coordinator

February 2017 - March 2018 (1 year 2 months)

Cambridge, Massachusetts

Strategized, organized, and executed engaging employee events and programming for guests ranging from 5k+ persons' guest list. Fostered relationships with C-Suite Executives, staff, students, and guests at EF's North American 2400-person headquarters office

Athleta

Manager of Brand Marketing

June 2016 - February 2017 (9 months)

Chestnut Hill

Strategized and executed engaging events, amplifying the Athleta brand, bringing in new clientele resulting in \$40k increased revenue. Developed brand strategy and a targeted marketing plan utilizing digital and physical platforms to surpass marketing objectives and 125% increased online engagement

Equinox

Department Manager

January 2016 - February 2017 (1 year 2 months)

Chestnut Hill

Manage all front desk and kids club operations at Equinox Chestnut Hill to ensure VIP-centric member service and experiences

Education

Harvard Extension School

Business Communication · (May 2020 - May 2022)

Boston College - Wallace E. Carroll Graduate School of
Management

Marketing, African and African Diaspora Studies · (2012 - 2016)