

Mary Apesos

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Senior marketing leader with 10 years of experience leading marketing teams of 8+ and increasing revenue for food, travel and lifestyle brands through social media strategy and brand management.

Skills

Organic and Paid Social Media Strategy: Instagram, Facebook, Twitter, LinkedIn, YouTube, Pinterest, TikTok • Strategic partnerships • Influencer marketing • Brand management • Crisis communications • B2B marketing • Team manager • Mentor

Experience

Marketing Consultant, New York, NY [September 2020 - Present]

- Social media consultant for the Global launch of Ferrara Candy Company's Nerds and Trolli brands
- Destination Ontario: Campaign management for SEO overhaul
- Performance marketing strategy and advertising budget management for athletic apparel and swimwear brands
- Digital marketing strategy for organic ingredient company

Social Media Marketing Lead, Travelzoo, New York, NY [March 2020 - September 2020]

- Launched new global social media editorial strategy in response to COVID19, Avg. engagement rates on Facebook and Instagram increased by 120%; drove \$700k in revenue despite 100% decrease in ad spend; consumer sentiment remained positive.
- Launched community management strategy, incl. the company's first global Facebook group, which established a new social channel and encouraged positive engagement with members at a time when travel was not possible (5k members in 1 month)
- Led company-wide development of global Diversity & Inclusion campaign in response to BLM protests, incl. amplification of BIPOC travel community & audit of existing content.
- Optimized processes and reporting procedures when 75% of global company was furloughed due to COVID19, which established new KPI dashboard for engagement, growth, traffic and revenue results, as well as a method for sharing reporting with senior level executives.
- Managed cross-functional communication with Production, Partnerships, Sales and Publishing teams to build compelling, monetizable social content; enabled teams to continue/secure new client relations when traditional revenue streams paused.

Director of Social Media & Digital Marketing Dylan's Candy Bar, New York, NY [December 2018 – March 2020]

Social Media & Marketing Manager, [July 2017 – December 2018]

- Led organic social media marketing strategy incl. social media content, influencer marketing and campaign support, which increased followership 50% YoY, engagement by 100% YoY and increased traffic to ecommerce site by 30%.
- Oversaw brand messaging, style, voice and story across all creative assets and community management efforts.
- Worked cross-functionally across the organization and external partners (public relations, SEM, social media advertising, video production & affiliate marketing) to integrate social media strategy with company-wide marketing and retail efforts.
- Led social media promotion of seasonal/licensed product launches, incl.:
 - Paramount Pictures' Mean Girls collection influencer activation with Broadway show cast
 - Freeform's 25 Days of Christmas partnership, incl. custom video/graphic content, timeline and budget tracking
 - Netflix' Sugar Rush acquisition campaign with subscription box product launch, social media advertising, custom recipe content and influencer marketing
- Analyzed social media trends to identify & source strategic partnerships and other company-wide marketing opportunities, incl.:
 - International Women's Day campaign with @bossbabe partnership, exclusive product launch and influencer program
 - National Ice Cream Day events programming; garnered over 500 million social media impressions
 - PEEPS™ Easter milkshake debut, which drove company's highest social media engagement to date
- Mentored and managed social media team of three including one internal creative team member

Other Work Experience

Manager, Influencer Marketing & Partnerships, dubdub, New York, NY [November 2016 – July 2017] Led and scaled influencer marketing campaigns for beauty brands Inglot and L'Oreal.

Senior Account Executive, Finn Partners Marketing and PR Agency, New York, NY [July 2012 – November 2016] Consumer and B2B marketing for Hilton Worldwide, Jamaica Tourist Board, Hotels.com, and more.

Education

Ithaca College Roy H. Park School of Communication [2008-2012] Major: Journalism, Minor: Communication Studies

On the Side

Creates content for MaryinManhattan.com, a New York City lifestyle, events and travel blog / Player in an Improv comedy troupe