

Chi IREGBULEM-McGRATH

MARKETING/PR - VIRSERIUS STUDIO

New York, NY

chiiregbulemmcgrath3_wxd@indeedemail.com

646-342-6672

Seasoned marketing, media and communications professional with international, luxury, design, media and hospitality experience. Forward thinker with a strategic, integrated and resourceful approach to brand initiatives.

Work Experience

Marketing/PR (Freelance)

MEI Messaging - New York, NY

May 2018 to Present

Pay-per-click advertising (Google and Facebook), analysis, media outreach and social media for this mobile messaging app. Monitor and respond to reviews and feedback on app usage. Assist with creative ideation, manage project execution with external vendors.

Marketing/PR (Freelance/Remote)

VIRSERIUS STUDIO - New York, NY

September 2014 to Present

Handle all marketing communications efforts: Write press releases, create content for newsletters, website and social media, manage inbound/outbound media outreach, prepare award-winning entries for national and international competitions, buy advertising (print, paid social), research and pitch US and international speaking opportunities on behalf of the principals of this global hospitality interior design firm.

Media Service (Contractor)

LVMH MOËT HENNESSY LOUIS VUITTON

May 2016 to March 2017

Brought on-board to assist VP, Media Services, Americas, with agency management, and department communications to LVMH brands. Was asked back in 2016 to fill interim media services manager role.

- Prepared and analyzed monthly competitive PR reports, review and deliver corporate reports from media agencies in all regions (US, Canada, Latin America).
- Managed planning and logistics for media education presentations and other special events.

Project Manager, Marketing/Communications, New Business Dept (Freelance)

OMD/OMNICOM MEDIA GROUP

September 2014 to March 2015

Brought on-board as project manager for internal marketing and business development. Provided guidance to internal teams to ensure accurate and compelling work for entries into national and international advertising competitions. Gathered assets and supervised work by internal and external creative studios to ensure materials met editorial and design guidelines.

- Prepared sizzle reels for OMD East, West and Midwest offices, to be used in new business pitches and internal presentations.
- Spearheaded rebrand of OMD USA awards program.

Public Relations (Freelance)

SPREAD PUBLIC RELATIONS - New York, NY

October 2012 to June 2014

Selected and purchased print and digital media for Stark Carpet's winter 2013-14 regional promotion. Performed media outreach and press tours on behalf of design clients including Pollack, Samuel & Sons Passementerie, Weitzner Limited, and Peacock Alley.

IN-HOUSE MARKETING, MEDIA, COMMUNICATIONS CONTRACTOR New York, NY

Communications (contract)

REACH OUT AND READ OF GREATER NEW YORK

November 2012 to June 2013

Brought on to assist in the planning, promotion and execution of 2013 annual benefit gala.

Senior Marketing &Media Manager

LIGNE ROSET/ROSET USA CORPORATION - New York, NY

April 2007 to October 2012

- Developed and executed print and digital marketing and communications programs on behalf of thirty-two Ligne Roset retailers in North and South America (US, Canada, Mexico, Puerto Rico, Venezuela and Colombia)
- Developed and managed content calendar across social media (Facebook, Twitter, Pinterest, YouTube) and performed monthly analyses.
- Planned and executed digital and media advertising, designed and produced marketing collateral (including brochures, catalogs and store signage) in collaboration with internal and external creative partners.
- Ensured all marketing efforts were compliant with global branding standards.
- Managed relationship with external public relations and digital agencies.
- Provided support for corporate and regional retail events.

Education

Master of Business Administration in Marketing

BARUCH COLLEGE, Zicklin School of Business - New York, NY

Bachelor of Science in TV/Film Production

SYRACUSE UNIVERSITY, S.I. Newhouse School of Public Communications - Syracuse, NY

Skills

MARKETING (10+ years), PR (7 years), MARKETING COLLATERAL (10+ years), Project Management (5 years), Digital Marketing, Excel

Links

<http://linkedin.com/in/iregbulemchi>

Additional Information

SKILLS:

- Marketing Collateral Development and Production
- Project Management (BaseCamp, Slack, Trello, Asana, AirTable)
- PR (Cision)
- PPC (Google, Facebook)
- Social Media (incl. Hootsuite)
- Media Planning, Buying, Asset Creation
- Content Creation
- Event Management
- Basic WordPress
- Survey Monkey
- Proficient in French (read, write, spoken)
- Email Newsletters (MailChimp, Hubspot)