

# ALEXANDRIA BROWN

• Senior Strategist •

## ABOUT ME

Brand marketing professional with over seven years of experience in developing strategic marketing plans within a variety of industries including sports, entertainment, financial services, and more. I enjoy developing creative content strategies to ensure my clients' brand comes to life in a unique way, while resonating with their target audience. In my next position, I am looking to take on more ownership within a department and build the foundation for an award-winning team.

## EXPERIENCE

### 2022     The Marketing Store

#### Senior Engagement Strategist

- Designed and curated creative strategies for new and existing clients with a strong focus on customer engagement.
- Presented detailed brand visions in a simple and exciting way through storytelling narratives and compelling visuals.
- Managed a global financial client's rebrand as the lead strategist, including managing the go-to-market strategy, platform strategy, content strategy, creative briefs, and website development.
- Developed executional plans for client's internal teams to cultivate an engaging and loyal audiences across various social media channels.
- Collaborated with account and creative teams to produce concepts and solutions to address client business challenges through engaging creative ideas, partnerships, and sponsorships.
- Analysed, interpreted and presented to client all aspects of campaign performance and user behaviour to optimise current and future efforts, define segmentation, targets, and opportunities.

### 2019     STN Digital

#### Supervisor of Marketing Strategy

- Developed and presented pitches for sports and entertainment clients to acquire new partners, leading to an overachievement of sales goal by \$4.8 million in 2021.
  - Created go-to-market social media strategies alongside accounts and creative for current client roster which included brand storytelling, go-to market strategies, experiential activations, and more.
  - Managed an internal marketing team of four to develop and execute an effective brand strategy in alignment with the overall department goals and initiatives.
  - Lead producer on all photo and video shoots for content build out of internal marketing materials.
  - Liaised between the content marketing team and media team to ensure alignment, as well as oversight on SEO, web development, and reporting.
  - Led the translation of insights, research, and data into strategies and tactics while gaining a deep, holistic and evolving understanding of the client's business objectives, challenges, threats and opportunities.
  - Implemented a new influencer marketing service, trained, and onboarded two senior influencer managers leading to an increase of 625% in influencer marketing sales for 2021.
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## 2018 The Social Club

Campaign Producer

- Directed the campaign team to develop social media and talent marketing campaigns for clients to help achieve brand awareness, app downloads, website visits, and more.
- Managed two campaign coordinators to ensure their client's needs were being met, ensuring even capacity of work, approving time sheets, and creating development plans for each.
- Organised and led photo/video shoots including scheduling models, talent, and photographers, and ensuring content creation was aligned with brand guidelines.
- Handled all relationships with sport and talent agents across Oceania, negotiating influencer contracts and fees. Worked with talent to leverage their personal social media with quarterly trainings.
- Identified and created the social media strategy service to ensure our client's overall social and paid media strategy was aligned with the talent marketing approach.

## 2016 The University of Auckland

Marketing & Communications Coordinator for all Sports & Fitness Programs

- Strengthened the University and Campus Life social media strategy while managing day-to-day content calendars for various social channels.
- Liaised with creative designers to ensure all digital and OOH content was aligned with campaign strategy and brand guidelines.
- Managed the monthly newsletter, website, paid social content, and OOH production schedules for Campus Life channels.
- Created monthly analytics reports for all digital and social channels within the Campus Life portfolio.
- Worked closely with creative, media, finance, and external agencies to ensure deadlines of content were met.

## SKILLS

Brand Strategy & Development

Organise Creative Shoots

Stakeholder and C-Suite Presentations

Creative Content Planning

Platform Strategy

Talent Management

Go-to-market Strategy

Research & Analysis

Leadership & Development

## EDUCATION

2011 - 2015

North Carolina State University

BS Sport Management & Journalism

## CONTACT INFORMATION

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