

MARKETING SUMMARY

Brand Management	Digital Marketing
Marketing Strategy	Business Development
Partnership Marketing	Promotions
Cross-Functional Leader	Communications

Influential and creative marketer with 17 years of experience and an MBA. Broad skill set and background includes developing, managing, and executing successful multichannel global marketing campaigns, partnerships and events. Industry experience includes entertainment, wellness, healthcare, fashion, food, beverage, and other consumer products.

WORK EXPERIENCE

Head of Marketing (Consulting), G. Light Marketing, Naples, FL **2004-Present**

- Develops and delivers marketing and communications support for businesses from concept through execution
- Leads transformations and produces high-impact results that increase efficiencies and meet business goals
- Implements analytics and defines strategies that determine the reach and effectiveness of marketing campaigns
- Past clients include Brodo Broth, Dr. Levine, Dr. Lynn Anderson, Diamond Dallas Page Yoga, Dr. Lee Light, Naples Longevity Clinic, Garden of Life, Revlon, Runner Clinic NYC, SDL Sports Chiropractic, Zint Nutrition

Director, Marketing, MyCareManager, Naples, FL **2020-Present**

- Plans, manages and executes all marketing and promotions that directly impact business growth and profitability
- Secures and manages partnerships that directly impact revenue, engagement, viewership and brand awareness
- Tracks and oversees sales, analytics, referrals, budgets, creative, department planning, and business development

Director, Brand Marketing (Contract), Independent Pet Partners, New York, NY **2019-2020**

- Developed and executed online and offline marketing and promotions that directly impacted sales and engagement
- Communications contact for cross-functional team including brand, sales, creative, technology, and operations
- Oversaw quarterly and annual marketing plans and budgets for pet products and services (e.g. grooming, daycare)

Marketing Director, Con Edison, New York, NY **2018-2019**

- Supervised the development and execution of marketing initiatives for customer segments including residential
- Managed communications and leveraged industry partnerships that led to a 25% increase in program signups
- Tracked marketing performance analytics, budgeting, creative development, and department planning

Marketing Director, Performa, New York, NY **2017-2018**

- Launched marketing for the 2017 biennial including digital marketing, events, PR, promotions, and partnerships
- Marketing initiatives increased sales by 60%, social media followers by 30% and website visits by 75%
- Secured new brand sponsorships and promotional partnerships with Volcom, Bang & Olufsen, and Dig Inn

Head of Marketing, Siegrist Music, New York, NY **2015-2017**

- Oversaw marketing for the independent music company and managed the online and offline marketing
- Increased revenue by 40% by expanding the business to offer live band karaoke for private events and shows

Senior Brand Manager (Contract), Authentic Brands Group, New York, NY **2014-2015**

- Elvis Presley and Marilyn Monroe brand leader tasked with identifying brand strategies and overseeing licensing, marketing initiatives, partnerships, and events that resulted in a 75% increase in online engagement
- Oversaw Elvis Week marketing initiatives, partnerships, and events that resulted in a 15% increase in product sales

Director, Brand Management (Contract), ITV Studios, Los Angeles, CA **2013-2014**

- Collaborated with Fox TV on the on-air and online promotions and sweepstakes for *Hell's Kitchen* products
- Developed brand strategies and executed promotions that impacted and increased product sales by 40%

GABRIELLE SAINT-AMOUR

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Manager, Integrated Marketing and Synergy (Contract), Disney, Los Angeles, CA **2012-2013**

- Led the development of marketing and media partnerships for Pixar's *Brave*, and implemented multi-channel campaigns that increased movie ticket pre-sales by 60% and consumer products sales by 40%
- Managed synergy marketing programs with Disney partners, including Disney Store, ABC, and Disney.com
- Executed on-air and online promotions with Bravo and Animal Planet leading to \$66 million in weekend sales

Senior Brand Manager (Contract), Paramount Pictures, Los Angeles, CA **2011-2012**

- Launched five new release titles including Mission Impossible 3 that sold 1.5 million units opening weekend
- Cross-functional team leader, directing communications with filmmakers, partners, sales, retailers, and PR to maximize development, execution, awareness, and sales across all platforms (e.g. iTunes and Amazon)
- Examined product sales, industry trends, competition, and release calendars to build price and retail strategies

Senior Brand Manager (Contract), FremantleMedia, Los Angeles, CA **2010-2011**

- Managed brand marketing, partnerships, artist relations, advertising, social media, and promotions for new and established brands including *American Idol*, *The Price Is Right*, and *Rebecca Bonbon*
- Worked closely with partners, and recommended new strategies that resulted in a 40% increase in sales

International Marketing Manager (Contract), Sony Pictures Television, Los Angeles, CA **2009-2010**

- Drove social media and marketing communications to increase network reach with international audiences
- Managed research and identified new opportunities and best practices for markets including Europe and APAC

Global Brand Manager, Vivendi Universal Games, Los Angeles, CA **2007-2008**

- Managed global product launches for multi-million-dollar video games, including *Ghostbusters* and *Ice Age*
- Served as the main point contact for cross-functional team, licensors, movie studios (e.g. Fox, Sony, Universal), retail (e.g. Walmart, Target, Amazon), production, developers and sales in global markets
- Drove consumer research and presented findings and new strategies for awareness, messaging, and positioning

EDUCATION

Master of Business Administration, Marketing, Pepperdine University, Malibu, CA **Graduated 2006**

- Founder/President of Entertainment Marketing Association, and Alumni Council Chair (Los Angeles and NYC)

Bachelor of Arts, Sociology, Rollins College, Winter Park, FL **Graduated 1999**

- Honors Program, College Ambassador, Sorority Rush Chair, and Alumni Council Chair (Los Angeles and NYC)

ADDITIONAL SKILLS AND INTERESTS

Strengths: Adaptability, Communication, Detail Oriented, Ideation, Leadership, Multi-tasking, Problem Solving

Technologies: Asana, Buffer, Canva, Excel, Google Analytics, Google Ads, HootSuite, HubSpot, Keynote, MailChimp, Marketo, Monday.com, Pages, Photoshop, Powerpoint, Prezi, Salesforce, Skype, Slack, Squarespace, SurveyMonkey, Quicken, Weebly, Wix, Word, WordPress, Zoom

Social Media: Facebook, Google+, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, Vimeo, Yelp, YouTube

Personal Interests: concerts, karaoke, running (RRCA Certified Coach), theater, traveling, volunteering