

BRITTNEY GEILS

MANHATTAN, NEW YORK

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PROFILE SUMMARY

A forward thinker, curious and driven, I am fascinated by the different intersections of media that create our current multi-faceted digital landscape. I'm passionate about exploring all communications fields within the beauty space, and I'm dedicated to utilizing the skills I've developed to help identify brands' voices through innovative marketing strategy.

PROFESSIONAL EXPERIENCE

ASSOCIATE ACCOUNT EXECUTIVE

November 2021 — Present

OGAKI

- Supports Senior Manager with trend identification and marketing direction strategy of multiple product launch campaigns simultaneously
- Conducts detailed product sample feedback while maintaining product progress trackers
- Develops client facing deliverables, including monthly recaps of online media activations and insights
- Facilitates creative requests for product launch activations and marketing collateral by liaising with production, strategy, and sales teams
- Supports in the management of presentation materials, including product launch calendars and promotional campaign summaries

COMMUNICATIONS COORDINATOR

June 2019 — August 2021

J STRATEGIES

- Developed compelling communications deliverables including talking points, photoshoot scripts, email marketing templates, and social media copy
- Assisted in the development of creative briefs for all programs and launches
- Created client-facing deliverables including weekly meeting recaps, work back timelines, and monthly campaign reports
- Collaborated with Marketing and Social teams to ensure teams are adhering to clients' brand voice and guidelines

MARKETING LIAISON

September 2017 — May 2019

UNIVERSITY UNION, SYRACUSE UNIVERSITY

- Oversaw team which markets and promotes SU's official entertainment events, (i.e., annual concerts, cinemas screenings, and guest speakers.)
- Established and maintained existing and new professional relationships with all referral sources that contribute to the program's growth

MARKETING COMMUNICATIONS INTERN

May 2017 — September 2017

SHADOW

- Collaborated with Brand Marketing, eCommerce, and Creative teams, developing mailers, pitches and in-store event deliverables and activations
- Supported Senior Producer on the management of seasonal Commercial Campaign and POS asset creation and image/video post-production needs

EDUCATION

B.A, MARKETING

Syracuse University | September 2016 — May 2020

PROFESSIONAL SKILLS

MARKET RESEARCH

BRAND MANAGEMENT

BEAUTY COPY WRITING

RETAIL

POWERPOINT

MERCHANDISING

EXCEL

OPERATIONAL
MARKETING