

BRITTANY L. TYLER

📍 Brooklyn, New York
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💻 www.brittanytyler.com

SKILLS

Graphic Design
Website Management
Photography and
Videography
Social Media Marketing
Email Marketing
Budget Management
Event Planning
Project Management
Public Relations
Press Kits and Releases
Proofreading and Editing

SOFTWARE

Microsoft Office Programs
Google Drive Programs
Keynote
Adobe CC and CS6
Photoshop
InDesign
Lightroom
Basic HTML and CSS
Cision

EXPERIENCE

Ann Taylor - Assistant Brand Marketing Manager

2016 - Present

- Work cross-functionally with merchandising, planning, stores, visual merchandising, etc. in the creation and implementation of the seasonal marketing strategy.
- Collaborate with the Editorial Director and Sr. Director of Merchandising to create product led messages.
- Manage program strategy and creative briefing for overarching messaging cadence, promotions, and product messages.
- Provide direction, updates, and feedback to photo, creative, and editorial teams on an on-going basis.
- Measure brand and program performance with research and reports to track, analyze, and provide insights.
- Develop and maintain content calendars, brand strategies as well as additional documents.
- Lead marketing for Infinite Style, Ann Taylor's clothing subscription service, working with a third party vendor and creative team.
- Onboard and train new hires across the marketing department.
- Manage programmatic monthly budget and invoice tracking for various projects up to \$200k.
- Attend seasonal press preview with editors, influencers, and VIPs.
- Provided brand and product talking points to PR for press events and broadcast segments.
- Planned and executed in store events, coordinating with vendors, talent, and influencers.
- Managed and provided creative direction on media placement with InStyle, Who What Wear, Goop, and various media outlets.
- Stay up to date on market trends and perform competitive analysis.
- Manage strategic partnerships and events with brands including Drybar, Tablet Hotels, Away, and Sugar Paper.

Coeio - Production and Marketing Coordinator

2016

- Collaborated with apparel designer to construct the Infinity Burial Suit and Pet Burial Products.
- Prepared bio material and mushroom spores and worked closely with the Scientist to determine optimal placement within products.
- Responsible for all creation of product, packaging, and fulfilling orders.
- Designed marketing assets including brochures, photography, and additional support.
- Created Infinity Burial Suit for an art installation at Ace Hotel during New York Fashion Week and oversaw artistic performance.
- Hired and managed additional members of the production team.

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EXPERIENCE (cont.)

Alonovus Agency - Client Relations Specialist

2015 - 2016

- Booked ads and managed portfolios for over 100 different accounts.
- Interacted directly with new and existing clients, including presenting product options and maintaining communication through asset creation and delivery.
- Assisted Business Growth Strategist in bringing on new clients.
- Collaborated with the creative team to fine tune and proof client advertising, print products, and other marketing materials.
- Ran sales and informational reports to gather data and presented recommendations to streamline company procedures
- Developed and led software and position trainings for employees.

Waltco Lift Corp - Marketing Assistant

2012 - 2014

- Developed and implemented marketing programs while reporting directly to the Vice President of Sales and Marketing.
- Designed marketing materials and assets in addition to overseeing projects outsourced to advertising agencies.
- Maintained budget and reduced overall spending while increasing number of projects completed.
- Created informational videos and operational brochures that involved coordination and executing multiple photo and video shoots.
- Planned and attended over 30 different trade shows, supervised booth design and set up, press kits, and scheduled travel and logistics.
- Organized sales meetings, company retreats, customer dinners and other various events.
- Managed email marketing and increased open rate by 15%.
- Facilitated a complete brand redesign and worked directly with site development to implement changes.
- Supervised website redesign and managed content and website updates.
- Designed and ordered print products and promotional giveaways.

EDUCATION

Kent State University - Bachelor's in Marketing

2008 - 2012

Additional Certificates:

Intermediate Excel, Advance Excel, Advance Powerpoint