



STEFANIE MARCO

*Developing Ideas, Experiences and Conversations for
a Self Actualized World*

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🌐 PORTFOLIO

🏠 NYC - LA - HAMPTONS

PROFESSIONAL SUMMARY

Recipient of 2 Webby award nominations for digital content. Expert in strategic brand planning, creative brand direction, experiential activation and communications. Stefanie has over 15 years of leadership capturing and maximizing opportunities to enhance consumer loyalty and industry partnerships, expanding market share, brand equity and revenue growth in the areas of entertainment, hospitality, wellness, technology, fashion, F+B, CPG and luxury lifestyle industries.

B2C/B2B visionary and storytelling for high-profile and start up brands seeking disruptive messaging, innovative engagement and memorable event activations. Stefanie is responsible for developing, leading and launching numerous brand innovations, line extensions, creative campaigns and consumer packaged luxury and tech products, bolstering trend awareness, brand positioning, partnerships and key targets to forge and foster aligned business, consumer and influential segment adoption and expansion.

Some highlights of Stefanie's career include:

- ·Hosting and Founding A LOVE REVOLUTION's, RADICALLY HONEST LOVE SUMMIT co hosted by actor/activist Adrian Grenier garnering 10,000+ email sign ups
- ·Launch Consultant for Brand Experience on NOMAD HOTELS partnership with PARK MGM in Las Vegas which included 5 Food & Beverage outlets, 1 arena concert space and 293 rooms
- ·Launched FEASTLY, event app for private seating dining memberships in key markets, with renowned chefs. Launch dinners SOLD OUT, 2mm media impressions and partnerships with Stella Artois, chefs Andre Wassermann and Sam Talbot
- ·Leading all event activations and brand partnerships for Evian and Badoit Waters in the US including: Gigi Hadid, Maria Sharapova/US Open, Mercedes Benz NY Fashion Week/Alexander Wang, SOHO HOUSE Concert Series, UBER, Coachella, Michelin and Art Basel. Recipient of MKTG AWARD for "Bottle Service" an organic viral surprise and delight activation program in NY, LA and MIAMI in 2015
- ·Brand Director for SUNTORY Japan for 3 years developing and incubating 4 new brands and launching to key US test markets and epicenter cities opening over 800 new accounts and 1.5 mm in revenue annually
- ·Leading the first ever influencer program and launch strategy for Swedish brand, Kanon Organic Vodka. Receiving 2 Webby Nominations, AWARD for Branded Content, 5 Davey Awards, 1 Dieline Award. Partnerships with Chloe Sevigny, Casey Neistat, Derek Blasberg, the Rapture, Soho Grand Hotel, Alexa Chung, Facehunter and many others

CAREER HISTORY

VP BRAND STRATEGY

2017 to PRESENT

@ MEASURE LLC/ SCALING RETAIL CONSULTANTS

- Lead on all BRAND DNA, 360 Strategic Initiatives, Marketing Communications, Experiential, Commercial and Consumer Facing directives for this full-service agency and business consultancy focused on FASHION, HOSPITALITY & LUXURY LIFESTYLE BRAND INNOVATION.
- Brand Experience Director MGM/NOMAD Hotel launch in Las Vegas, NV 2018 curating and overseeing luxury collaborations, retail vendors, brand experience, entertainment talent, VIP events and program offerings. Over 100mm impressions, 1.2mm in revenue the first quarter and partnership with Britany Spears
- SELA FIT Brand Strategist and Creator of 'inner wear for outer wear' a plus size inclusive women's shaping garment collection for Jenny Gresla, which was featured by Forbes and Oprah and sold privately in 2019 to reality star, one of the highest status fashion/beauty celebrities of our time, rebranded and valued at over \$3.2b in 2021.
- APOTHEM CBD Health Supplement and Beauty Innovation, consulted to CEO on strategies for this celebrity funded functional luxury brand, gaining exclusive window features and Spa placements with Harrods London and developed a US launch strategy in 2019 Increased brand distribution by 200% and resulted in \$250,000EU in sales within the first 3 months
- Creative Strategist for International Scotch Malt Whisky Society's US launch 2017 increasing brand distribution by 400%
- Launch Strategist for FEASTLY. Curated brand partners Stella Artois, Influencer impressions of over 8mm and Michelin Star chef hosts, resulting in sold out dinners and over 2mm Media impressions for this app where diners can invite and be invited to private chef dinners in LA and SF.
- Communications Consultant for Global Diamond Producers Association's new campaign "Real is Rare."

SENIOR BRAND CURATOR, EVIAN & BADOIT

2015 to 2016

@ DANONE WATERS OF AMERICA

- Lead Event and Partnership Marketing on all Brand Activations in all consumer touch points, events and media channels
- Developed event and digital plan for US brand reinvention 2016 which increased distribution by 250% national sales by 28% in the US
- Oversaw creative, PR and media agencies: Team Epiphany, Berlin Cameron and Wieden+Kennedy
- Lead on all events including: US OPEN, Mercedes Fashion Week, Art Basel, Coachella
- Partnership curation with: UBER, Alexander Wang, Neuhouse NY/LA, Soho House US, Surf Lodge, Steve Aoki, DJ Irie and Golden Voice increasing On Premise revenue for Epicenter markets Nationwide by 28%

CO FOUNDER, VP BRAND STRATEGY

2010 to 2015

@ ABCK, CREATIVES

- Led the product development, creative strategy, brand director, communication and marketing strategies for ABCK, a full-service creative marketing agency specializing in luxury spirits development, product formulation/production, branding, strategy, design, communications, media planning, launch activation, brand promotion, events and media.
- Lead Creative and Brand Director of the "Special Projects/ Global Spirits Development Division" for client Suntory International, JAPAN. Suntory is the largest producer of Spirits in Japan. Suntory acquired US brand Beam Global in 2014. Created and Incubated brands: PAVAN Liqueur de France (launched Oct 2012), AO Vodka (Oct 2013) and Lejay Crème de Cassis (Nov 2013)
- Led all Production for Event Activations managing agencies & talent including: Baron & Baron, Werner Design, ONE PR, Sideways, The Door PR and Conspiracy NY Talent: Derek Blasberg, Nicky and Paris Hilton, Nouvelle Vague, Harley Viera Newton, Cory Kennedy, Lake Bell, Patricia Field and Bloggers Jessica Merchant, Annabelle Fleur, Krystal Simpson, Cool Hunting, Sam Lim, Hannah Bronfman, Miami Style Mafia

BRAND DIRECTOR

2009 to 2010

@ GRIPSHOLM DISTILLERY & KANON ORGANIC VODKA

- Led the first ever exclusively social media brand launch and influencer campaign for a spirit in 2008
- Developed all marketing and communications strategies, implementation, team creation and monitoring of the launch plan for Kanon Organic Vodka
- Hired and delivered a full-service US Marketing team, US importer, new product packaging, media planning, website, campaign, TTB approvals & corporate identity within 9 months. Kanon launched in NYC in 2010
- Responsible for annual budget of \$1.3m and successfully kept A&P spend within established limits while performing analysis to insure expenditures provide acceptable ROI
- Initiated partner outreach and account placements with the Morgan's Hotels, Soho and Tribeca Grand Hotels, The Standard and others, personally opening 40+influential accounts in NYC in the first month and over \$450,000 in revenue within 9 months
- Forged co-branding program features with Chloe Sevigny, Casey Neistat, Cobrasnake, FACEHUNTER, SPIN Magazine, Grand Life, Chelsea Leland (DJ), Refinery 29.com, Pamela Love (designer), Saturdays (Surf Apparel Retailers), The Rapture (Rock Band), Merlin Bronques (LAST NIGHT'S PARTY) and many others which raised online brand awareness by a minimum of 25% per program activation and over 18mm in media impressions
- Initiated first ever spirits partnership for Opening Ceremony fashion brand to create the Kanon 2010-11 VAP
- Launched (2) Major US Markets NY and CA within 3 months of product launch

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ACADEMIC BACKGROUND**NEW YORK UNIVERSITY**

1996-1998

BA, THEATRE

3.7/4 GPA

ST. JOHN'S UNIVERSITY

1994-1996

LIBERAL ARTS

3.8/4 GPA

SHRI KALI ASHRAM

2019-2021

500 HOURS/ YOGA TANTRA

YTT

SOMATIC CNTR FOR HEALING

2021

TRAUMA INFORMED COACH

ACCREDITED