

Britannie Bond

Experienced marketing manager and photographer with a creative approach to brand identity based on strong, cohesive visual storytelling and agile, results driven digital strategies.

EXPERIENCE

Creative Goods Merchandise, NYC – Marketing Manager

SEPTEMBER 2021 - PRESENT

- Collaborates with high profile clients such as *Hamilton*, *Harry Potter*, *Men in Blazers*, *Friends* and *The Office* to launch products across their eCommerce sites and performance spaces using creative and robust digital marketing strategies.
- Manages all aspects of Creative Goods' eCommerce home, Broadway Merchandise Shop. Relunched in 2022 with a digital awareness campaign that resulted in a 39% sales increase.
- Develops efficient internal workflows and effective marketing strategies for all new product launches internally across multiple departments.
- Crafts and executes all social content and email marketing campaigns.
- Manages development and executes updates of all client websites.
- Provides detailed analysis of KPIs across all owned, earned, paid, partner, and marketing efforts with recommendations based on performance insights internally and to clients.
- Identifies new opportunities and established partnerships with external marketing agencies and directly with clients.

Dramatists Play Service & Broadway Licensing, NYC – Marketing Manager

SEPTEMBER 2010 - SEPTEMBER 2021

- Developed new branding, design standards, and best practices to maintain high engagement during the Dramatists Play Services' merger with Broadway Licensing.
- Designed assets and managed the content calendar for all major social media platforms and email marketing campaigns
- Project managed annual catalogue and DPS Book Club, a quarterly play subscription service.
- Managed a brand awareness campaign to drive reach and engagement using paid social ads, creative content, and email marketing that doubled social media followers and tripled DPS Book Club subscriptions in one year.
- Managed yearly corporate partnerships and executed all marketing efforts for conferences.
- Designed all advertisements for print media and managed digital marketing ad accounts.
- Designed and coordinated all in-house collateral including annual catalogue, semi-annual newsletter, merchandise, and special projects like the DPS Book Club custom packaging.
- Experienced typesetter (100+ plays and 800+ eBooks) with a heavy focus on user integration.
- Responsible for the layout, construction, and deployment of all ePublications for multiple eReaders.

she/her

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EDUCATION

American Conservatory Theater – M.F.A.

University of Evansville, Indiana – B.F.A.

SKILLS

Eagle-eyed attention to detail

Creative brand Identity

Multitasker

Strong communicator

Copywriting and Editing

Email Marketing Strategy

Mailchimp

Klaviyo

Digital Ads Strategy

Meta Business Manager

Meta Commerce Manager

Google Analytics

Website Management

Shopify

HTML

CSS

XML

Adobe Creative Suite

Adobe Digital Editions

Google Suite

Canon & Nikon DSLR

Monday.com

Freelance Graphic Designer & Photographer

- Featured in *The New York Times*, *TimeOut NY*, and *Brooklyn* magazine.
- Freelance Clients include: Brooklyn Academy of Music (BAM) Film, Film Forum, Cherry Lane Theater, Three Day Hangover, Russell Reynolds, and more
- Design: Mackenzie Shivers' album and merchandise for upcoming release *Terracotta Floors* and previous albums *The Unkindness* and *Rejection Letter*, Phil Pickens' albums *Sweet Tea Circus* and *Cathedrals*, The Hollows' album *The Neverending Show*, Alex Hare's *Capricorn 29*, and Cynthia Arriue-King's poetry collections *Manifest* (Switchback) and *Unlikely Conditions* (1913 Press)
- Photography Exhibitions: PowerHouse Arena, Salt Space Gallery, Limner Gallery, Local Arts Project, and Brooklyn Central in New York
- Permanent Display: Dream Hotel NYC, Renaissance Chelsea Hotel.

REFERENCES

Liz Meny – Director of Marketing and Communications at Child Mind Institute

elizabethmeny@gmail.com

Marshall Foltz – Digital Marketing Manager at Vineyard Theater

marshallpfoltz@gmail.com

Leah Barker – Senior Manager of Publications at Dramatists Play Service/Broadway Licensing

leah@broadwaylicensing.com

Joel Rudzinski – Assistant Vice President of Publications at Theatrical Rights Worldwide

joel.rudzinski@gmail.com