

# Britannie Bond

*Experienced brand manager and graphic designer with a creative approach based on strong visual narratives and innovative digital marketing strategy.*

## EXPERIENCE

### **Broadway Licensing, NYC – Marketing Manager, Dramatists Play Service**

MARCH 2021 - PRESENT

- During the merger Developing new branding, design standards, and best practices to maintain high engagement during the Dramatists Play Services' merger with Broadway Licensing.
- Coordinates campaign optimization and execution across owned, earned, paid, partner, and editorial marketing efforts including results measurements and communication.
- Designs assets and manages a robust content calendar for all major social media platforms and email marketing.
- Project manages annual catalogue and DPS Book Club, a quarterly play subscription service.
- Manages yearly corporate partnerships and executes all marketing efforts for conferences.
- Identifies new opportunities and collaborates with internal team members, external agencies, and partners to deliver projects on time and under budget.

### **Dramatists Play Service, NYC – Manager of Marketing & Design**

NOVEMBER 2018 - MARCH 2021

- Managed a brand awareness campaign to drive brand 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.
- Designed all advertisements for print media and managed digital marketing ad accounts.
- Designed and managed all in-house collateral including annual catalogue, semi-annual newsletter, merchandise, and special projects like the DPS Book Club custom packaging.

### **Design & IT Associate**

SEPTEMBER 2010 - NOVEMBER 2018

- 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.

### **Freelance Graphic Designer & Photographer**

- Featured in *The New York Times*, *TimeOut NY*, and *Brooklyn* magazine.
- Design: Mackenzie Shivers' album and merchandise for *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 Arrieu-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.

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

Multitasker

Strong Communicator

Copywriting and Editing

Creative Brand Identity

Adobe Creative Suite

Adobe Digital Editions

Facebook Ad Manager

Google Analytics

Google Suite

Canon & Nikon DSLR

HTML

CSS

XML

eBook creation

Mail Chimp

Klaviyo

Microsoft Office Suite

Monday.com

REFERENCES AVAILABLE UPON REQUEST