

# BRIANNA KAUFFMAN MATZ

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## Seasoned strategic brand marketer with 16+ years of experience driving brand and business growth.

- Creator of audience-first channel agnostic marketing, aligning brands with market opportunity as well as cultural and business dynamics to fuel brand love and revenue generation:
    - o Unlocked 30%+ MOM growth and supported an overly successful series A for Jinx, designing brand and marketing platforms that drive consistent revenue, subscription retention and customer loyalty.
    - o Broadened the Theragun audience with relevant programming that drove record results in Q4 2019
    - o Helped to move the Guinness brand out of decline in the US through strategic communications and social marketing, better connecting the brand with the craft beer community.
    - o Ensured Tide's NFL investment paid dividends, leading the social & influencer strategy for their Super Bowl 2018 "It's a Tide Ad campaign" that drove overwhelming brand conversation and sales.
  - Organizational leader with skills in architecting, growing, retaining, and professionally developing a team paired with a strong track record in budgeting and P&L management.
  - Experience across rapid-growth early/mid-stage startups and Fortune 100 companies enables nimble, scalable solutions while building a strong foundation of strategy, brand and creative.
    - o Category expertise includes wellness, CPG (human and pet), alcohol, beauty, luxury goods and hospitality in the US and globally.
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## PROFESSIONAL EXPERIENCE

### FANCY SPRINKLES Los Angeles, CA

#### Brand Strategy Director (12/22 to 4/23)

- Developed a marketing framework that supports the organization's broader business strategy, helping to drive organizational focus and support scaling beyond DTC.
- Unified cross-functional teams and evolved the marketing model to support consistent product purchase and usage vs. a holiday-focused approach:
  - o Seasonally relevant, usage-driven marketing campaigns helped to acquire new customers, drove AOV and encouraged incremental usage from existing customers.
- Scaled brand ambassador network and moved beyond Meta into TikTok to connect more effectively with the target growth audience and better support their needs.
- Created a strategic partnerships framework to help expand mass brand visibility, built a pipeline, and initiated the partner acquisition process.

### Jinx Los Angeles, CA

#### Director, Strategy (8/20 to 10/22)

- Cross-functional strategy and marketing lead bringing the brand to life across owned touchpoints, retailers, and strategic partners, collaborating with and reporting to the Jinx CEO.
  - o Leadership across marketing, collaborations/partnerships, PR, social, influencer, P&L and KPIs.
  - o Provided strategic support for creative, eComm, growth, affiliate, loyalty/retention, and innovations.
- Key highlights include:
  - o Evolving the Jinx pre-launch positioning into a larger, more aspirational vision, bringing cohesiveness to cross-functional efforts and demonstrating Jinx's value to the world of dog parents.
  - o Leading integrated cross-functional strategy, planning and programming that continued to drive rapid MOM growth, fueling an incredibly successful Series A fundraise and retail launch.
  - o Scaling Jinx from a DTC-only brand into digital then physical retail at Walmart & Target, effectively evolving from niche to mass premium and carving out clear, ownable spaces for each sales channel.
  - o Bringing the brand into culture through strategic communications efforts and brand partnerships.
    - Brokering and executing partnerships including Saison Hospitality, Pressed x Jinx, Chris Evans, 3<sup>rd</sup> party vet experts and influencers.
  - o Supporting innovation pipeline opportunity definition that helped to further differentiate Jinx at shelf.

**THERAGUN** Los Angeles, CA

**Director, Marketing Strategy** (7/19 to 3/20)

- Brand leader and leadership team member, spearheading cross-functional integrated marketing efforts across advertising, influencer marketing, social, PR, acquisition marketing, digital, app, retail and events.
- Stewarded the brand evolution from a fitness device company to a wellness brand that is relevant to the masses, expanding into new audience groups and business verticals to further scale the business.
- Identified and quantified category-adjacent growth audiences to drive brand awareness and expand the DTC conversion opportunity, resulting in the company's best Q4 to date.
- Supported product roadmap and innovation pipeline through strategic positioning, packaging, product launch and post-launch marketing planning and execution, inclusive of both devices and CBD line.
- Grew and managed the brand team and cross-functional marketing team, as well as defined and managed the marketing annual budget & P&L.

**TAYLOR** New York, NY

**Vice President (previously Director), Digital Marketing, Taylor LA Lead: Diageo** (2/13 to 7/19)

- Helped build brands holistically across paid, owned and earned mediums, running digital marketing strategy and innovation initiatives that drove consumer brand engagement across social, influencer & PR.
  - o Client partners included Diageo spirits, wine and beer brands, P&G/Tide, Keurig, Nestle Purina, Nike, Starwood, Haagen-Dazs, Panera, PVH and Taco Bell.
- Key highlights include:
  - o Driving Guinness integrated marketing efforts to drive record growth YOY over four years for St. Patrick's Day; year-round efforts on Guinness moved the brand out of decline.
  - o Leading the influencer and digital work on the 2018 Tide Super Bowl campaign (It's a Tide Ad).
  - o Growing and running the Taylor digital team, as well as the Taylor Los Angeles office.
  - o Managing the Diageo digital business, with a track record of 400% growth over four years across spirits, wine and beer in digital, social, PR and influencer marketing.

**Blast Radius** New York, New York

**Senior Client Manager/Business Lead: Bottega Veneta, Hugo Boss Fragrances** (7/12 to 2/13)

- Short term project-based role defining the global and priority markets social & influencer strategy for Bottega Veneta, as well as supporting the Hugo Boss US team's first ever market-specific campaign.

**RAPP Worldwide** New York, New York

**Associate Director: COTY Beauty & Fragrances, New Business & Agency Development** (1/11 to 6/12)

- Digital marketing lead on fragrance and beauty brands within the COTY franchise both globally and in the US, while also leading IP projects including launching Pointy Snout Caviar and TedxHarlem.

**Publicis Modem** New York, New York

**Marketing Manager: Yoplait Yogurt/General Mills** (11/09 to 1/11)

- Digital marketing lead on sub-brands within the Yoplait division, inclusive of creative/messaging, paid and social media efforts to grow market share, inclusive of Save Lids to Save Lives

**OgilvyOne, Ogilvy & Mather worldwide** New York, New York

**Interactive Marketing Manager: Kraft Foods & Post LLC** (08/06 to 11/09)

- Managed brand business as part of an integrated 360° account team on the Post Adult Cereals, Tassimo & Balance Bar accounts, handling digital as well as print, TV & out of home.

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## **EDUCATION AND CREDENTIALS**

**BS in Communications, Certificate in Musical Theatre, Concentration in Sociology**  
Northwestern University – Evanston, IL (June 2006), 3.89 GPA, Magna Cum Laude, Dean's List  
*Speaker at the EVOLVE Conference 2020*