

BRIANNA KAUFFMAN MATZ

1116 Stanford Street · Santa Monica, CA 90403 · b.kauffmanepstein@gmail.com · 917.319.9988

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.
-

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, 3rd 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.

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