



## Pamela Georgiana

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### SUMMARY

**Brand and Marketing Professional** with a background in brand strategy, content creation, and customer engagement. Skilled at creating brand stories that drive engagement. Areas of expertise include:

- Brand Development & Strategy
- Impactful Storytelling
- Content Creation
- Marketing Strategy
- Project Management
- Digital and Traditional Marketing

### PROFESSIONAL EXPERIENCE

#### **BRAND STRATEGIST AND CONTENT MARKETING CONSULTANT**

**August 2014 to present**

Your brand can benefit from my strong writing aptitude, expert brand development skills, and my unique experience in B2B, B2C, and nonprofit brand building and content marketing. I have collaborated with clients on building brands and creating content for digital and traditional marketing campaigns. My strength lies in telling impactful brand stories that place the customer at the center of the story and my client as the solution to the hero's conflict or problem. Work samples, client testimonials, and case studies can be found on my [website](#).

**Lutheran Social Services, Columbus, OH**

**October 2014 to April 2022**

#### **VICE PRESIDENT OF ENGAGEMENT**

Lutheran Social Services is a 100-year-old social service agency that offers more than twenty different programs to serve people in 28 counties in Ohio. My role was to foster meaningful and lasting relationships with all critical constituents, including donors, clients, volunteers, congregations, community leaders, and the community. I was responsible for developing, creating, implementing, and monitoring strategic marketing, public relations and brand communication plans for all LSS service lines. I was also responsible for long term brand planning and strategic initiatives for the agency and its programs. I led a high-functioning marketing team of two professionals and indirectly supported more than 10 program partners. I was initially hired as the Director of Engagement and promoted to Vice President in 2016.

- Developed and implemented a strategic rebrand for LSS that included new visual identity, messaging, digital platforms and marketing tools.
- Presented a successful case to build the marketing team by showing a need for graphic design support and the benefits of developing that expertise in-house.
- Built a digital platform scorecard and dashboard system to track and analyze digital engagement on a daily, monthly, yearly and ongoing basis across all digital platforms including website, social media, email, SEM and display advertising.

**Bath & Body Works**, Reynoldsburg, OH

**2011 to 2014**

**EVENT MARKETING MANAGER**

Responsible for managing large scale in-store, external and digital consumer events as well as promotional beauty and home product marketing programs for 1,550 retail stores. My role involved planning and implementing the customer experience, associate engagement, promotional email marketing, social media, direct-mail marketing, advertising, in-store marketing, public relations, and internal communications.

- Maintained \$1+ million yearly public relations/experiential marketing/social media budget for the marketing strategy team.
- Drove an average of one million footsteps into stores for every in-store national event planned.
- Developed an 8 week event planning process that assigned milestones and accountabilities for all partners.
- Cut spending by 51% to maximize event ROI while maintaining 80+% top box customer satisfaction scores.
- Developed and maintained a new digital brand influencer program that generated over four million online impressions from 150 brand advocates in the first six months.

**Borders Group Inc., Ann Arbor, MI**

**1999 to 2011**

**NATIONAL PROJECT LEADER (2007-2011)**

Created, budgeted, and managed integrated experiential marketing projects for over 500 bookstores nationwide involving strategic alliances, vendor relationships, and seasonal initiatives. Negotiated and implemented over 1,000 individual book and music events each year, which generated \$1-1.5 million in product sales per year.

**NATIONAL EVENT SPECIALIST (2004-2007)**

Worked with four national book publishers to negotiate bookstore events in 500 bookstores.

**AREA MARKETING MANAGER, Cleveland, OH (2001-2004)**

Planned, coordinated, executed and drove results for all local marketing, public relations, community relations and experiential activities for six bookstores.

**COMMUNITY RELATIONS COORDINATOR, Mentor, OH (1999-2001)**

Planned, coordinated and executed 30 to 45 local events per month, as well as handled all marketing and public relations duties for a large bookstore with café. Supervised the event team and the Corporate Sales Coordinator.

**Cafe Crema, Mentor, OH**

**1997 to 1999**

**OWNER/MANAGER**

Launched and operated a 60-seat full service coffeehouse with \$200,000 annual sales. Hired, trained, supervised and managed a staff of ten employees. Maintained a dedicated local event program including regular storytimes, tea parties, fashion shows, live music, poetry readings and informational seminars.

## EDUCATION

**Capital University, Bexley, OH**

Master of Business Administration, specialization in Marketing

**Kent State University, Kent, OH**

Bachelor of Science - Hospitality Management