

Brianna Plaza

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Professional Experience

Freelance | *Lifecycle Marketing, Project Management, Digital Strategy* September 2019 - Present

- Oversee lifecycle and retention marketing strategies from first touch through consideration and decision
- Lead on automation software migrations — with a strong focus on Braze — to modernize CRM systems
- Develop strategies to acquire, nurture, and retain users & subscriptions across all platforms
- Design, test, and launch automated journeys to increase engagement and decrease churn
- Manage end-to-end deployment including creation, segmentation, creative briefing, and scheduling
- Define, build, and scale project and content management systems, tools, and best practices
- **Clients:** Yohana, GoodInside, Pasta Louise, Misfits Market, Bond Vet, Well Traveled, Piccolina Kids

on hand, a newsletter | *Founder & Editor-in-Chief* January 2021 - Present

- Conduct & edit interviews, source & research features, and write & develop original recipes
- Identify target audiences and grow subscriber base through Instagram, Reddit, and paid media
- Create content for social and weekly issues, develop new editorial initiatives, and manage partnerships
- Champion visual identity, tone/feel, and brand guidelines across all platforms
- Grow free subscribers and Instagram followers 50% YOY and paid subscribers 100% YOY

Livanos Restaurant Group | *Director, Marketing and Brand* April 2023 - December 2023

- Created and executed marketing plans for four restaurants across all digital platforms
- Developed original content and drove restaurant narratives through storytelling and photography
- Audited, conceptualized, and executed redesign of new Oceana website
- Designed in-house marketing materials for new menu items, special events, and pop-ups

Tuneln | *Lifecycle Marketing Strategist & Operations Manager* August 2021 - October 2023

- Onboarded and scaled Braze platform, and ensured project timelines and priorities were met
- Lead day-to-day lifecycle marketing operations and managed yearly roadmap for subscription business
- Developed and executed onboarding, nurture, cross-sell, and winback automations and campaigns
- Implemented best practices for campaign management, workflows, UTM tracking, and templates
- Contributed to a 20% increase in subscription retention YOY

Drink PLG | *Wine Merchant & Marketing Manager* July 2022 - January 2023

- Managed marketing calendar and process, wrote copy for email and social, and photograph products
- Assisted customers with their wine selection, stocked store shelves, and maintained a clean workspace

Orange Glou Wine Shop | *Wine Merchant & Marketing Manager* July 2021 - June 2022

- Wrote copy for email and social, created content, and led event marketing to increase wine sales
- Assisted customers with their wine selection and assisted on in-person tasting nights and events

Global Citizen | *Head of Lifecycle Marketing* June 2018 - April 2021

- Defined comprehensive lifecycle strategies across onboarding, segmentation, testing, and retention
- Leveraged email and sms to develop go-to-market strategies for broadcasts, events, and campaigns
- Created metrics and goals around event launches, measuring success and iterating post-launch

General Assembly | *Senior Email Implementation & CRM Manager* June 2014 - June 2018

- Lead lifecycle marketing, managed a workflow process, and executed QA for weekly email campaigns
- Drove \$300k in incremental revenue from GA's alumni through alumni-specific emails campaigns

Education

Seton Hall University | South Orange, NJ

M.A. 2010, B.S./B.A. 2009

M.A. / B.S. Diplomacy and International Relations, B.A. Modern Language