

# DANIELLE BOUDREAU

BRAND & INTEGRATED MARKETING

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## EXPERIENCE

### AptDeco

Senior Manager, Brand Marketing

New York, NY

December 2020 — January 2023

- Oversaw brand strategy, and a brand refresh, by crafting the brand's voice, look, and feel across customer touchpoints and marketing channels, helping to increase AOV by \$70
- Led SEO and content efforts, increasing Ahrefs rank by 150K in 6 months and curating original video content, blog content, brand photoshoots, site landing pages, content-based emails, and newsletters
- Managed email marketing efforts, using customer insights and A/B testing to inform direction for promotional emails and activation/reactivation flows; achieving an average promotional CTR of 35%
- Spearheaded product marketing strategy, including messaging and positioning, for company initiatives, including national launch, promotions, Make-an-Offer program, and transactional emails
- Concepted digital and out-of-home ads, driving a 19% increase in total GMV month-over-month through the execution of NYC subway campaigns, and lowering CAC by 8% through digital ad optimization
- Reimagined AptDeco's social media direction through engagement-forward content, brand partnerships, and thoughtful experimentation with new platforms, increasing social presence by 115% to-date
- Created and executed brand calendar and brand campaigns, resulting in a 36% brand ROI in 2022

### Baronfig

Marketing Manager

New York, NY

October 2019 — November 2020

- Managed all marketing, influencer, brand partnership, advertising, copywriting, and public relations efforts resulting in an 18% increase in GMV from 2019 to 2020
- Developed and executed 360 marketing campaigns through the launch of new content and messaging for digital and OOH ads, website, email marketing, and social media
- Reconfigured growth marketing efforts through paid social and paid search, doubling ROAS within 4 months
- Oversaw email marketing promotions and automations, growing the active list by 130%

### Sony Music Entertainment

Marketing Specialist

New York, NY

September 2018 — October 2019

- Implemented digital and experiential marketing campaigns surrounding releases for Sony Music artists
- Managed a team of 70+ college representatives and analyzed their campaign efforts for ROI and effectiveness

### David Yurman

Marketing and Events Coordinator, Retail and Branding

New York, NY

April 2017 — March 2018

- Worked with executive team and internal departments to plan and execute quarterly marketing campaigns, utilizing budgets of up to \$4M per quarter
- Executed retail and branding events, contributing \$700K in event donations and \$20M in event sales annually, a 17% growth in event sales from 2016
- Developed creative assets for brand and marketing events in partnership with the creative team

### JPMorgan Chase & Co.

Events Marketing Coordinator

New York, NY

December 2014 — April 2017

- Planned and executed 400 conferences and events annually in the company's world headquarters
- Liaised cross-functionally to create marketing materials and event collateral for major initiatives including Investor Day

## EDUCATION

### University of Florida

Bachelor of Science, Event Management and Business Administration

Gainesville, FL

2014

## SKILLS & OTHER WORK

**Skills:** Shopify, Prismic, Google Analytics, Ads, Jira, WordPress, Figma, Adobe suite, Klaviyo, AirTable, Looker

**Other Work:** Bottega Veneta Marketing (2018), Electric Lady Studios (2018), Tommy Hilfiger Marketing (2018), Gurney's Montauk Events (2014)

**Certifications:** Integrative Nutrition Health Coach (IIN graduate 2022)