

DANIELLE BOUDREAU

BRAND & EXPERIENTIAL MARKETING

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EXPERIENCE

WME Group – 160over90

New York, NY

Associate Director, Experiential Marketing

August 2023 — November 2025

- Led multi-market experiential programs for Capital One, DraftKings, Chase Bank, and the International Tennis Hall of Fame, across major events including the Super Bowl, Men's Final Four, and NBA All-Star Weekend.
- Oversaw \$6M+ in annual portfolios and delivered measurable results — 20% increase in DraftKings' VIP retention in Q4 2023, 98% NPS for all Capital One events, and 1.4B media impressions for the 2025 International Tennis Hall of Fame Induction Celebration through strategic program execution.
- Collaborated with senior leadership and clients on business planning, forecasting, and brand growth strategies.
- Managed a team of five and cross-functional teams across creative, production, operations, and client services, ensuring brand alignment from concept through execution.

AptDeco

New York, NY

Senior Manager, Brand Marketing

December 2020 — January 2023

- Spearheaded brand strategy and growth initiatives for a fast-paced e-commerce brand, driving customer acquisition and revenue growth through social content strategy, lifecycle marketing, and community engagement.
- Reimagined AptDeco's organic marketing direction through a brand refresh, engagement-forward content, brand partnerships, revamped reporting, and thoughtful expansion into new platforms, increasing social presence by 115% and AOV by \$70.
- Built and scaled influencer and partnership programs that turned positive ROI and deepened engagement within a competitive DTC landscape.

Baronfig

New York, NY

Marketing Manager

October 2019 — November 2020

- Managed all lifecycle marketing, influencers, partnerships, social media, advertising and PR, contributing to an 18% GMV increase from 2019 to 2020.

Sony Music Entertainment

New York, NY

Marketing Specialist

September 2018 — October 2019

- Implemented digital and experiential marketing campaigns surrounding releases for Sony Music artists.
- Oversaw the college rep program, executing viral grassroots and digital campaigns in key U.S. markets.

David Yurman

New York, NY

Events Marketing Coordinator, Retail and Branding

April 2017 — March 2018

- Managed high-touch luxury events for VIP clients, overseeing catering, guest experience, vendor management, and detailed run-of-show planning while managing \$4M+ budgets and driving \$20M in annual event sales.

JPMorgan Chase & Co.

New York, NY

Events and Conferences Coordinator

December 2014 — April 2017

- Coordinated 400+ events annually, partnering with culinary, facilities, and operations teams to deliver consistent, high-quality guest experiences within a fast-paced hospitality environment.

Gurney's Montauk Resort and Spa

Montauk, NY

Events Manager

May 2014 — December 2014

- Supported event sales and on-site coordination for weddings, private dining, and large hospitality programs, partnering closely with culinary and operations teams to deliver high-touch guest experiences.

EDUCATION

University of Florida

Gainesville, FL

Bachelor of Science, Event Management and Business Administration

2014

SKILLS & OTHER WORK

Skills: Shopify, Prismic, Google Analytics, Ads, Jira, Event Sales Strategy, Brand Partnerships, Client Relationship Management, WordPress, Figma, Adobe Suite, Klaviyo, AirTable, Looker, Market Growth Strategy

Other Work: Bottega Veneta Marketing (2018), BMF Media Events (2018), Electric Lady Studios (2018), Tommy Hilfiger Marketing (2018)

Certifications: Institute for Integrative Nutrition Health Coach, Spring Movement Certified Pilates Instructor, UCLA Interior Design Certificate (In Progress)