



BRIANA MINETTI

Marketing Strategy & Global Brand Development

NJ/Remote | brianaminetti@gmail.com | www.brianaminetti.com | 201.572.8381

EXECUTIVE SUMMARY: Versatile marketing executive and certified educator skilled in crafting compelling narratives for B2B and B2C. Proven success in multi-channelled marketing, including brand strategy, campaign management, content strategy, and SEO/SEM. Track record of surpassing benchmarks through innovative initiatives and impactful storytelling. Expert in leading creative brainstorming, identifying growth opportunities, and optimizing data analysis. Specialized expertise in SaaS, K-12 education, higher education, and EdTech.

SKILLS & COMPETENCIES



Consumer Targeting

Brand Awareness



Brand Management

Revenue Cycle Mgmt.



Creative Strategy

Global Collaboration

Content Curation



Demand Generation

Campaign Management

MAJOR MARKETING INDUSTRY IMPACTS



Led global brand campaign & content strategy engaging over **33,000** accounts, resulting in **\$29 million** in revenue in FY23 and **\$140 million** in open pipeline for FY24.



Executed an influencer marketing strategy resulting in a **20%** revenue increase and a **25%** boost in organic reach for global K-12 planner sales.



Secured a **90%** first-year hire retention growth through the TCS ALIGN program, attracting **300+** attendees and optimizing college recruitment, onboarding, benefits alignment, and global diversity.

CORE TOOL UTILIZATION

- WordPress
- Asana
- Adobe Creative Suite
- Google Analytics / G-Suite
- FreshWorks CRM
- Salesforce Marketing Cloud
- Marketo CRM
- Hubspot CRM

EDUCATION & CREDENTIALS

Montclair State University, NJ

M.A. | Elementary Education

B.A. | Communication Studies

*Certified Educator / State of NJ

PROFESSIONAL EXPERIENCE

Senior Manager, Content Strategy

Anthology Inc (Blackboard) | Remote | 2022 - 2024

Achieved a **43%** surge in brand recall within target markets and an **82%** increase in web and social media traffic by developing global SaaS brand campaign and content strategies for a leading SaaS education technology company.

- **Global Brand Campaign & Content Strategy:** Oversaw \$700,000 budget, harmonizing content creation across teams and buyer journey stages through an editorial calendar and content mapping. Efficiently optimized resources with Google ads and A/B testing, resulting in a 30% increase in lead generation, an 82% boost in web and social traffic, and a 50% rise in international engagement.
- **SEO & Data Analysis:** Achieved a 20% improvement in search engine rankings and an 80% increase in organic search traffic by conducting extensive keyword research and SEO analysis to inform content creation and marketing solutions.
- **Collaboration & Management** - Led a dynamic content team, fostering innovation and collaborating with cross-functional teams in demand generation, product marketing, customer success, sales enablement, education, research, and leadership to design Go-to-Market campaigns aligned with business objectives.
- **Creative Direction** - Spearhead the development, enhancement, and editing of diverse content formats, including blog posts, whitepapers, videos, and infographics. Aligned messaging with target market requirements and strategically placing sponsored content to maximize ROI and engagement.

US Marketing Manager

The School Planner Company by Mimeo | NY/Remote | 2021 - 2022

*Attained **\$100,000+** in new business and over **90%** customer retention by globally directing SPC's academic planner brand strategy. Established global multi-channel approach boosting online visibility **800%** and realizing **\$3 million** in earmarked revenue.*

- **Multi-Channel Lifecycle Marketing Manager:** Generated a 4000% increase in user acquisition and secured 97% of inbound sourced revenue by driving SPC planner sales through a rapid GTM strategy, influencer programs, and revamped email outreach.
- **Data Analysis & Strategic Planning:** Achieved over 20% revenue growth through the launch of 10+ campaigns by utilizing data and market insights to design strategies for launching new products.

US Public Relations Manager of Campus Communications

Tata Consultancy Services | Edison, NJ | 2021

*Led redesign of on-campus recruitment strategies, candidate benchmarking, and competitive analysis strategy for **150+** national universities, increasing candidate conversion by **50%**.*

- **Market Positioning & Leadership:** Revamped recruitment strategy through campus partnerships, content creation, engagement, and onboarding. Directed a team of 15+ recruiters, consolidating TATA's campus presence with resource allocation, training, and strategic alignment, reaching 8K+ prospective candidates.
- **Content Strategy & Development:** Developed engaging video content, incorporated market research into campaigns, designed promotional content, and customized plans for key target audiences.
- **Strategic Development:** Crafted a cohesive national brand strategy through digital and print marketing, achieving DEI objectives and meeting KPI benchmarks.

MBA Admissions Officer

Rutgers University Business School | Newark, NJ | 2019 - 2021

*Drove a **30%** higher admission yield and a **42%** increase in overall female enrollment for the Fall 2020 MBA program at Rutgers Business School through the successful launch and leadership of the inaugural MBA Her Way event.*

- **Brand Enhancement Collaboration:** Facilitated seamless collaboration across Marketing, Finance, and the Budget Office to enhance the student experience's value. Cultivated impactful partnerships with alumni, faculty, and administration, amplifying the brand identity.
- **Strategic Marketing Insights:** Led the seamless alignment of marketing presence and PR strategy, introducing dynamic live interviews for MBA candidates. Resulted in increased program ideation engagements and a substantial expansion of our digital footprint.
- **Innovative Enrollment Strategy:** Conceived and executed a praised enrollment strategy focusing on women, recognized for exceptional creativity, market appeal, enrollment impact, and overall quality by the administration.

Strategic Research Analyst

Fiore Communications | 2013 - 2019

Led research and analysis covering competitive intelligence, go-to-market strategies, and designing branded/unbranded promotions for content-focused marketing.

- **Strategic Leadership:** Supported the strategic positioning and approach for clients to attain brand goals, growing market share, and elevation of consumer awareness via product launches.
- **Management & Analysis:** Led day-to-day client outreach and key account management while monitoring KPI objectives, and conducted research and analysis on current trends, emerging threats, new markets, and consumer product analysis.

PRIOR RELEVANT EXPERIENCE

Channel Marketing Specialist

Mist Systems (Juniper)

Graduate Admissions Counselor

Montclair State University, NJ

First Grade Educator

K-3 Counselor

West Orange Public Schools, NJ

Second Grade Educator

Support Paraprofessional

Parsippany-Troy Hills School District

Adjunct Instructor

Montclair State University
Freshman Writing & Public Speaking

PROFESSIONAL DEVELOPMENT

Certifications:

Generative AI for Marketers

SEO: Keyword Strategy

Manager Development

Coaching & Developing Employees

Accounting for Managers

Google Analytics

Digital Marketing

Project Management

E-learning Essentials:

Instructional Design