

M A R A V I G G I A N O

CONTACT

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in [maraviggiano](#)

PROFILE

I am a marketing and communications professional with the proven ability to create, build, refine and amplify brands. A creative thinker and strategic decision maker passionate about helping businesses get discovered and gain recognition. Adept at identifying and bringing to life core brand attributes and using a tactical approach to build awareness, generate revenue and increase profitability. An ideal blend of insightful and conceptual thinking paired with a keen aesthetic, and expert knowledge of luxury as well as mass markets.

CORE COMPETENCIES

- Impact Communications
- Value Creation
- Budget Planning
- Idea Generation
- Organizational Leadership
- Relationship Building
- Critical Thinking
- Business Analysis
- Creative Vision

PROFESSIONAL EXPERIENCE

Publicity and Communications

- Devised and executed comprehensive communication strategies from global brand launches to collection and product introductions, garnering national media attention and securing press coverage across a wide range of business, fashion and lifestyle outlets as well as relevant trade and industry platforms, including *The New York Times*, *Forbes*, *ELLE*, *Vogue*, *Harper's Bazaar* and *WWD*
- Directed publicity initiatives and provided strategic communications consult to founders, designers and executives at emerging and established companies, crafting nuanced and effective messaging for press releases, briefing documents, written and on-camera interviews, Satellite Media Tours, press trips and industry conferences
- Oversaw influencer marketing and community development initiatives, identifying brand-enhancing talent, brokering partnerships and negotiating contracts, rates and terms
- Created effective and strategic social media activations and collaborations to align with publicity campaigns, amplifying key messaging, driving awareness and increasing community engagement
- Developed innovative retail pop-up concept and strategic press plan for multi-city rollout, securing coverage in regional broadcast, print and digital media outlets

Brand Strategy

- Engineered a complete re-brand for luxury footwear company, conducting a comprehensive SWOT analysis, distilling brand essence through visual identity, packaging and collateral, developing seasonal campaigns, enhancing website user experience and building a growing and engaged social community across refreshed brand platforms
- Determined core components and optimal marketing mix for short-and-long-term communication plans, evaluating analytics and ROI and analyzing cross channel performance from social media and CRM to paid and

PROFESSIONAL EXPERIENCE CONTINUED

- Led brand building efforts for twelve women's apparel lines, including the successful launch of several marquee brands at retail, Marchesa Voyage, Keds, Design Nation at Kohl's and Christian Siriano Runway Style
- Provided strategic vision and implemented brand enhancing initiatives for fast-growing fine jewelry company, successfully re-positioning it in a new category space, increasing direct-to-consumer sales and expanding wholesale distribution
- Co-founded pioneering eco-luxury small business start-up, opening a breakthrough Manhattan boutique and parallel ecommerce website, securing initial funding, sourcing global vendors, concepting and designing the retail environment and online presence, as well as managing staff

Business and Financial Oversight

- Managed operational marketing and ecommerce budgets for luxury and lifestyle brands leading internal teams and selecting and managing all external agency partners
- Implemented cost-cutting solutions and increased profitability for 34 regional luxury lifestyle magazines through innovative barter and trade programs
- Managed retail and ecommerce operations for small business start-up, including P&L responsibility, inventory control, sourcing and merchandising mix (6 categories, 1,500+ SKUs) and developed detailed pricing strategy

Organizational Leadership

- Partnered with founders and executive business leaders on new business strategies and client development, securing new accounts, retaining and enhancing existing portfolio and expanding brand and agency footprint
- Built and nurtured highly effective, world class marketing teams, through collaborative, hands-on approach, identified and recruited new talent and provided mentoring opportunities for growth
- Championed corporate social responsibility, inclusion and diversity initiatives and developed community programs that supported a variety of philanthropic and charitable organizations

Market Knowledge and Insight

- Honed a well-developed knowledge of the media landscape, fostering relationships with key editorial contacts, journalists, freelance writers at national, regional and relevant trade outlets
- Utilized market and competitive intelligence to understand and identify key customer segments and leveraged existing digital and social platforms to create opportunities to propel awareness
- Conducted critical market insight and analysis to assess category viability, including target audience segmentation, geographical considerations, consumer habits and mindset, as well as purchasing motivators

EMPLOYMENT HISTORY | EDUCATION

BATTALION Communication Strategist 2017- Present

GLOBAL BRANDS GROUP / AQUATALIA Vice President 2012-2017

IPPOLITA Marketing Director 2008-2012

MODERN LUXURY MEDIA Consultant 2007-2008

2KH Founder/Partner 2004-2007

LAIRD + PARTNERS Senior Account Executive 2002-2004

BALLY Communications Director 2000-2002

PRADA Marketing Manager 1997-2002

SALVATORE FERRAGAMO Advertising Manager 1992-1997

UNIVERSITY OF LYNCHBURG

B.A. Communications