




FIONNA PIERCE



BRAND MARKETING // CREATIVE STRATEGY // COMMUNICATIONS // CONSULTING

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WHO AM I?

I am a strategic-minded brand marketing professional with a passion & proven track record of driving business success through innovative strategies & compelling storytelling. Experienced in leading cross-functional teams to achieve strategic objectives & deliver exceptional results across apparel, sportswear, D2C e-commerce, FMCG, & hospitality industries. A collaborative leader who thrives on building strong customer connections, elevating brand visibility & driving revenue growth through data-driven insights and creative execution.

A career highlight was leading strategy/creative execution of marketing campaign resulting in the company's first \$1+ M dollar revenue day & earning a Guinness World Record for the company in the same year.

EXPERIENCE

BRAND + MARKETING CONSULTANT

Contracts | 2022 - 2024

- Developed annual strategic marketing plans, budgets, individual location concepts, brand guidelines, campaign narratives including creative strategy & execution driving awareness, brand sentiment and overall traffic
- Introduced discipline of line planning, 'drop' culture & development to product creation teams
- Identified & planned impactful marketing strategies to achieve set monthly, quarterly, annual goals per brand, monthly & quarterly reporting to Leadership + Investors
- Developed strategy & executed campaigns and tactics across owned, earned and paid channels
- Developed foundational processes within Marketing departments, facilitated cross-functional process for collaboration across Brand Curation, Finance, Development, Supply Chain, Operations & Product Development
- Consistently achieved 30%+ YOY growth across portfolio of clients including positions leading Brand + Marketing - Duckworth (MT), VP Marketing - Wags Capital (SLC), Digital Marketing - Klean Freak (SLC), Events - RMEF (MT)

DIRECTOR BRAND + OPERATIONS

Gigi Pip + Two Roads Hat Company | 2021 - 2022

- Facilitated cohesion between 10 departments through SOPs, including marketing, e-commerce, CX, logistics, B2B, retail to reduce silos increasing & overall efficiency by 10%+
- Sat on C-level Executive team, led marketing and business strategy, developing an understanding of product lifecycles, budgets, feedback & ongoing strategic goals
- Managed delivery of 5 retail locations in Q4 in Texas, merchandising oversight for regionally specific revenue goals
- Evaluated and reported on brand & operational efficiency, evaluated vendor contracts and renegotiated for savings
- Established a culture of data analysis & testing, increasing campaign performance through planning process & stage gate model, leading to 50%+ average campaign improvement

DIRECTOR BRAND STRATEGY + PRODUCT MARKETING

Black Rifle Coffee Company | 2019 - 2021

- Development of strategy & implementation of 24-month calendar planning cycle output including campaign & promotional schedule, driving efficiencies cross category, increasing supply chain integration (100% improvement in 6 months in OOS for key marketing promotional periods), and timely product GTM
- Launched 450+ products, strategically targeted across 7+ channels, and key audiences, contributing to 400% sales increase in 24 months, 100% club acquisition growth in 12 months (24 ECS Coffees / 15 GP Coffees / 4 RTD in Top 10 National SKUs / 400+ apparel & gear / 3 new club subscription programs)
- Led Customer Club Acquisition initiatives, generating 10K subscribers in 2 weeks – delivered 25% more subscribers in 50% of the time budgeted, driving CPA down 40%+
- Developed strategy & delivery of Customer Retention and Engagement activation "Connected By Coffee" bringing together 3k+ club members digitally for Guinness World Record setting 'World's Largest Virtual Coffee Tasting' during Global Pandemic and Quarantine, launching LTO product simultaneously
- Developed brand strategies identifying product opportunities, new markets (audience & community), messaging strategies
- Led brand awareness campaign 'America's Coffee: Fuel Your Mission' across digital media, retail, influencer & partnership marketing that increased Q2 YOY sales by 30%

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EXPERIENCE

STRATEGIC PROJECTS MANAGER - MARKETING

Black Rifle Coffee Company | 2019 - 2021

- Led the development and growth of Project Management practice, starting with Marketing function
- Partnered with IT to deliver roll out of Asana cross functionally, resulting in increased flow of information, accountability, more efficient project execution & overall effective business operations

SENIOR ACCOUNT MANAGER - NIKE

MKTG | 07/2018 - 02/2019 (contract)

- Oversaw & led the strategic alignment for NA-based consumer experiences for Nike, across brand/categories/accounts, working with key stakeholders on the client team & partners to build relationships, develop, manage & deliver world-class strategic marketing initiatives and brand experience activations
- Led campaigns: #PLYOI for DSG, React LA Takeover, NBA Lakers Launch Footlocker, NA Softball for Nike Field Sports

RETAIL & DIGITAL BRAND MARKETING IRM

NIKE | 01/2018 - 07/2018 (contract)

- Field Sports Project Lead: Managed & executed the first Customization Tour with Maker's Studio & NA Football across 8 cities, leveraging key influencers / ambassadors / athletes
- Delivered the first digital Makers Studio experience to extend reach of engagement across National audience
- Delivered largest joint account brand campaign in 10 years with DSG - Play Like You Own It, bettering all campaign media benchmarks in first week

SR MANAGER MARKETING & COMMUNICATIONS

Pita Pit NZ & AUS | 2014 - 2017

- Social Media: Strategy development to drive targeted marketing campaigns significantly increasing reach & engagement & increasing community. Creative strategy, implementation of top line strategy, tone of voice, brand personality, content calendars.
- Integrated Campaign Management: TVC campaign, market research, creative development, social management, driving 15%+ increase in sales
- Led redesign of customer-facing menus: Achieved a simplified customer experience, increasing ACV 25%+. Photography & styling. Largest single week increase in 2015; targeted product sales increased 500%+
- Led digital retro fit 100 stores across Australasia: Content strategy for in-store media players. In-store marketing communications promoting increased ACV drove sales 40% in week 1, 200%+ in 12 months. Revolutionised LTO marketing by changing the visual communications, increasing sales 1000% in 1 month
- Initiated a group-wide commitment to reducing waste: Leading the project from NPD, design, sourcing & marketing of eco-friendly, sustainable packaging solutions. Achieved the brand's most viral Social Media post
- Led National TV Sponsorship Integration: Co-wrote and managed the campaign achieving the highest weekly store average in the brand's history & achieving general in-store sales increase of 14% over 12-week campaign, increasing one online product's sales by 500%+

EDUCATION

BACHELOR OF BUSINESS

Massey University // 2013

Marketing + Communications

BACHELOR FOUNDATION BS

University of Auckland // 2009

DIPLOMA IN GRAPHIC DESIGN

Shaw Academy // 2017

SPEAKING + VOLUNTEER EXPERIENCE

MASSEY UNIVERSITY ANNUAL BUSINESS SCHOOL BOOT CAMP

Massey University // 2014 - 2016

NZ SOCIAL MEDIA SUMMIT

Auckland, NZ // 2016

ROYAL NZ COAST GUARD

Auckland, NZ // 2012 - 2017

Unit Training Officer, Search + Rescue Marine Medic

PERSONAL STRENGTHS

PLAY TO WIN MINDSET

Motivated and fully engaged towards reaching a goal, despite obstacles or challenges.

INSATIABLE CURIOSITY

Driven to discover the 'why' of things, entrepreneurial but not rash.