

AYANNA MCNEIL

CAREER HISTORY

AREAS OF EXPERTISE

- Brand Strategy
- Brand Marketing
- Product Marketing
- Creative Production
- Copywriting
- Project Management

Marketing Manager, North America

Spotify | Aug 2022 - Dec 2023

- Collaborated with partners across the organization, including Music, Music Marketing, Brand, Creative, Social, Media, Content Promotion, Comms, and insights to bring content initiatives to life and achieve shared objectives.
 - Led and launched, "Beat School" in partnership with Spotify Africa, a 360 campaign as part of a larger 2022+ African Music + Culture export plan
- Acted as project lead on brand activations, experiences, and partnerships to drive end-to-end campaign orchestration from brief development to creative and media execution, to measurement and reporting, ensuring clear communication throughout each step of the process.
- Developed comprehensive, strategic, and compelling marketing activities that ladder up to defined Spotify objectives across partnerships, regional experiences, and content platforms.

Creative Strategist

Game Seven | Sept 2021 - Aug 2022

- Developed research, copywriting, insights, strategic directions, and creative concepts for clients
 - Clients include: Spotify, Facebook, Instagram, Timberland
- Worked across various departments and teams to lead plans from conceptualization to execution including design, art direction, and event production
- Collaborated with leadership and multidisciplinary teams to ideate and execute experiential projects including, "Timberland Stoop" and "Casa Instagram"

Founder + Head of Digital Strategy

Brainwash | Jan 2016 - Dec 2020

- Recruited and managed a team of freelance editors and writers to execute various editorial projects including cultural critiques, social content, and photo essays
- Built custom project management system through Notion to keep track of various deadlines across editorial to ensure all assets were delivered on time
- Developed digital events across various social channels to increase engagement and readership during the COVID-19 lockdown including creative workshops and fireside chats
- Managed a team of 5 across Editorial, Social, Finance, and Partnerships ensuring all activity laddered up to the overall goals and objectives of the organization

Customer Success Manager

Villageluxe | Jan 2020 - March 2020

- Generated analytical utilization reports to influence renewal business and drive user adoption for first-time users
- Launched Concierge services for white glove clients during NYFW managing all rental deliveries and returns
- Planned and executed on-brand photoshoots and marketing campaigns

Freelance Retail Relations Coordinator

Informa Markets | Jun 2019 - Sept 2019

- Partnered with sales, marketing, and operations team on-site to organize and deliver customized experiences for key retailers and vendors
 - Executed on-site flat lay photo station for 75+ accessory brands
- Supported retail marketing concepts and ideas connecting retail buyers with relevant fashion brands
- Identified new retail targets, educated and recruited stores to attend new tradeshow during Swim Week
 - Retailers include: Ritz Carlton Naples, Boca West Country Club, Azealeas

CONTACT ME AT:

m: 516 279 0525
e: hello@ayannamcneil.com