

# DEBRA SMITH

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## MARKETING DIRECTOR

Brand Identity | Program Promotion | Sales Acceleration

### PROFESSIONAL SUMMARY

Strategic leader with 10+ years' experience driving marketing campaigns, increasing sales, and executing brand promotion strategies in the fitness and wellness industry. Energetic and results-driven individual who "dives in" to challenging economic situations and engineers marketing campaigns that achieve results. Multifaceted visionary with savvy business acumen and ability to develop creative marketing copy and articulate brand identity across traditional, online, and social media channels. Marketing director integral in expanding multiplatform branding, working from the ground up to bolster public perception and generate sales.



Multiplatform Marketing | Strategic Forecasting | Brand Partnerships | Public Relations | Brand Repositioning | Marketing Strategy  
Concept Development | Sales Strategy | Membership Growth | Employee Development & Training | Social Media Campaigns

### PROFESSIONAL EXPERIENCE

#### **MARKETING DIRECTOR, Exhale Mind Body Spa, New York, NY, 2010–Present**

Modernized brand, redesigned logo, and created website text to improve the brand's public impression. Directed public relations and national brand-promotion initiatives, which included reaching out to customers through email and website, developing promotional calendar, and building strong media relationships. Expanded company's public relations efforts, transitioning company relationships from local to national public relations agencies. Integrated client feedback from regional locations into targeted marketing efforts. Sparked public interest and increased membership by building partnerships with like-minded organizations.

##### **Key Accomplishments:**

- Directed efforts to open three new studio locations and steered expansion of studio locations to 30+ nationwide.
- Orchestrated branding effort to expand product and nutritional program marketing, categorizing each month into a theme and offering product samples while working with staff nutritionist to launch tutorials coupled with yoga and fitness classes.
- Use email marketing platforms (Brite Moon and Constant Contact) and social media platforms (Hootsuite, Instagram, Facebook, and TikTok) to create engaging social media content and target marketing campaigns.
- Wrote marketing plan and executed campaign to launch national yoga program, including new fitness and spa offerings, for studios nationwide.

#### **MARKETING MANAGER, Equinox/Pure Yoga, New York, NY, 2007–2010**

Directed membership marketing across struggling Florida and New York markets supporting advertising, acquisitions, partnerships, and membership growth. Used data mining metrics to track membership statistics. Led data-centered meetings to translate findings from statistics to focused marketing campaigns. Spearheaded marketing strategy for newly-acquired Pure Yoga, developing unique brand identity tailored to high-end New York City yoga market.

##### **Key Accomplishments:**

- Increased membership sales 20% and doubled email subscriber database to 20K, leading online marketing program that retrieved former gym members and sustained current members.
- Opened multi-level, six-studio, luxury facility and spearheaded second facility opening with 800+ new members.
- Orchestrated professional development training for 30+ instructors, setting baseline for ongoing programs.
- Built partnerships with industry media, including *Yoga Journal*, National Yoga Institute, and Institute of Integrative Nutrition.

### EDUCATION

**Bachelor of Arts, English, cum laude | Dartmouth College, Hanover, NH**