

CAREER SUMMARY

Vice President of Marketing • Head of Marketing • Strategic Marketing Executive

- **Transformative leader** with more than 20 years of experience building and implementing integrated marketing programs that raise awareness, increase revenue, and drive business growth.
- **Creative brand storyteller** with a demonstrated ability to design and activate strategic and tactical plans across owned, earned, and paid channels, capturing and retaining audience engagement.
- **Deep knowledge of B2B digital media and technology**, owning and directing the marketing function from launch through maturity. Highly proficient at translating complex products and services into compelling value propositions that resonate across target audiences.
- **Innate capacity to navigate between strategic vision and tactical execution.** Experience combines comprehensive marketing acumen with an entrepreneurial mindset. Interested in applying expertise to advance business and marketing objectives for a growth-oriented organization.

Core competencies include global corporate & product marketing, marketing strategy, go-to-market strategy, branding & identity, positioning, repositioning & messaging, thought leadership, project management, creative & design direction, cross channel marketing (display, mobile, video, email, social, SEM, SEO), content development, account based marketing, event marketing, ad sales marketing, sales enablement, analytics, demand generation, quantitative & qualitative research, public relations, team building and leadership, agency & vendor supervision, global budget accountability.

PROFESSIONAL EXPERIENCE

Brand Lucence

Marketing services agency

New York, NY

2012 – present

Founder | Strategic Marketing Executive

Create and deploy integrated marketing initiatives that elevate brand awareness and engagement while effectively differentiating clients from competitors. Solutions range from strategic consulting to holistic marketing strategy development and implementation. Clients span start-ups to large enterprises across media, technology, data and e-commerce brands. Full client list available upon request.

Select client activities:

- **At Colibra, supervised global rebrand and repositioning** to reflect company's leadership in the data intelligence category. Defined and managed all deliverables, budgets and timelines for global staff, external agencies, and vendors; successfully concluded project ahead of its tight deadline.
- **For Precognitive, an online fraud prevention SaaS technology start-up**, led the creation of positioning and messaging, visual identity, and go-to-market strategy, resulting in company winning BBVA Open Talent USA competition and securing \$1.25 million in seed funding. Within three years of launch, company acquired by ShopRunner.
- **At Experian, conceptualized thought leadership campaign** for its Identity Manager platform (now MarketingConnect). Created 'identity resolution' market category and established the technology as a critical component to cross channel marketing campaign success.
- **For Blockmatics, a NY based blockchain education start-up**, guided positioning and messaging, as well as advised on customer acquisition and retention strategies.
- **For WPP's Midas Exchange, developed new messaging framework**, then managed adaptation of brand identity and repositioning across all channels and platforms.

SHERRI VALENTI

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- **For Barneys New York, modernized digital marketing operations** by undertaking a comprehensive audit, then securing and onboarding new global advertising agency. Results included reduction of operational inefficiencies, smaller vendor footprint, as well as streamlining of media spend and optimization across digital channels.
- **At Sublime, conducted competitive analysis and subsequent repositioning** to align French programmatic company to international advertiser and publisher audience, as well as differentiate from competitors.

24/7 Media | Media Innovation Group | WPP (now Xaxis)

Global digital advertising and technology company

New York, NY

2002 - 2011

Vice President, Marketing

Led the planning and implementation of global marketing activities including marketing strategy, thought leadership and speaker programs, corporate positioning, brand identity, creative and design, events, advertising, public relations, and budget management. Mentored and supervised international marketing and creative team; managed external agencies.

Select achievements:

- **Spearheaded company repositioning and integrated marketing campaign** that resulted in the firm's 2007 acquisition by WPP for \$650 million.
- **Led the creation of brand identity and positioning for the Media Innovation Group (MIG)**, a new agency brand within 24/7 Media built to support digital media buying for all GroupM agencies. Grew initial year-over-year gross billings from \$65 million to \$123 million.
- **Oversaw, planned and produced annual 'Digital Summit' conference and networking events** attended by agency decision-makers and C-level publishers in New York, London, and Paris. Events accomplished long-term strategic objective, culminating in the creation of Xaxis, WPP's global billion-dollar programmatic digital media business.

Real Media

Marketing Director

New York, NY

1999 - 2002

Directed the development and deployment of all online and offline marketing efforts. Accountable for event marketing initiatives, agency activities, creative services and ad sales marketing support.

EDUCATION & TRAINING

Rutgers University, New Brunswick, NJ

Bachelor of Arts in Communications

The NLP Center of New York, New York, NY

Neuro-Linguistic Programming Practitioner Program and Master Practitioner Program

INDUSTRY ORGANIZATIONS

Internet Advertising Bureau (IAB) | American Marketing Association (AMA) | Digital Advertising Alliance (DAA) | Network Advertising Initiative (NAI) | Advertising Education Foundation (AEF)

VOLUNTEER WORK & CHARITABLE ASSOCIATIONS

The Bridge, Junior Board Member | TD Foundation | 826NYC | New York Cares