

# KATE NEARY



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KATENEARY.COM



GREENWICH, CT

## PROFESSIONAL PROFILE

Driven and passionate marketer with over ten years international experience in creative content, copywriting, editorial, marketing and branding, with focus in the digital and social arena.

Visit [kateneary.com](http://kateneary.com) for full portfolio of skills and examples of work.

## EXPERIENCE

### MARKETING STRATEGIST & CONTENT PRODUCER

*Kate Neary LLC / May 2011 – Present*

Develop strategies & produce content to elevate brands across multi-channel platforms, specializing in start-up needs to established brand requirements.

Clients include Forevermark (a DeBeers Company), Victorinox, online beauty retailer Birchbox, CFDA-celebrated design duo Ruffian, celebrity interior designer Taylor Spellman, Edelman Leather and knitwear concept brand, Third Piece.

### MARKETING MANAGER (MATERNITY COVER)

*Forevermark US Inc. / Stamford, CT / March 2016 – October 2016*

Managed all consumer-facing marketing activities for US market, including social media, digital, website, media planning, CRM and content development.

### SOCIAL MEDIA MANAGER

*Bulova / New York, NY / January 2015 – March 2016*

Brought full multi-brand social media program in-house. Managed all content creation, strategy, partnerships and brand voice development across social channels for Bulova, Caravelle New York and Wittnauer brands, supporting brand/product messaging for increased awareness and consumer engagement.

### EDITOR/SOCIAL & DIGITAL CONTENT MANAGER

*GUESS Watches / Norwalk, CT / June 2013 – January 2015*

Worked with marketing and product teams to create strong content and capitalize on campaigns, including development of a Telly Award-winning video series. Managed content creation with internal and external teams, including curated network of over 60 international bloggers. Managed all aspects of GUESS Watches social media comprised of over 4 million Facebook fans.

## EDUCATION

### FASHION MARKETING, AAS

Parsons: The New School

2011-2012

### MUSIC BUSINESS, BA

Dickinson College

2001-2005

## SKILLS

### >>PROFESSIONAL

Brand & Marketing Strategy

Content Strategy

Content & Shoot Production

Social Media Audits & Strategy

Influencer & Blogger Management

Customer Relationship Management (CRM)

Copywriting & Tone of Voice Development

Cross-Functional Collaboration

Partnership Growth

Event Management

Material Design

Budgeting Planning & Forecasting

# KATE NEARY

## EXPERIENCE (CONTINUED)

### MARKETING MANAGER

*Institute of Contemporary Music Performance /  
London, England / January 2009 – July 2011*

Managed all aspects of marketing for modern music school, including online/offline activities, copywriting and editing, content creation, design work, and all internal & external events.

### MEMBERSHIP & MARKETING MANAGER

*Dex Club / London, England / June 2008 – November 2008*

Created and managed online and offline marketing efforts, including focus on defining consumer-facing brand identity. Implemented through email newsletters, promotional activity and online presence, as well as full event management.

### DIGITAL MARKETING MANAGER

*Virtual Universe Ltd. / London, England / November 2005 – June 2008*

Managed branding/marketing for consumer-based social-networking websites, including fashion-forecasting agency, Trendstop.

## REFERENCES



**CHRIS NAPOLITANO**

**VP, CREATIVE DIRECTOR**

Bulova

Contact details upon request



**TARRA DEL CHIARO**

**MARKETING MANAGER**

Formerly GUESS Watches

Contact details upon request



**SONIA BAGHDADY**

**PRODUCER**

LUSHPOP

Contact details upon request



**COLBY SHERGALIS**

**VP, MARKETING/COMMS**

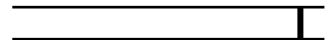
Forevermark US Inc.

Contact details upon request

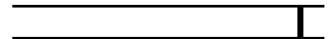
## SKILLS

### >>TECHNICAL

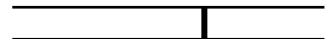
Microsoft Office



Mac & PC Operating



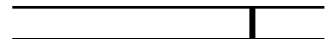
Adobe Creative Suite



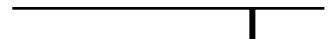
Social Media Platforms



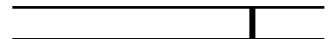
Wordpress/Squarespace



Content Management Systems



Google Analytics



## EXTRA

>>BLOGSHOP COURSE  
(DesignLoveFest)

>>INTRODUCTION TO  
DIGITAL DESIGN  
(Chelsea College of Art &  
Design)

>>PERSONAL STYLING  
SHORT COURSE  
(Central St. Martins)