

PR Communications

Contact information

Summary of Qualifications

As a leader in Global Communications, Branding, and Marketing for luxury fashion brands, I develop digital and print strategies & content to articulate brand messaging, and experiential marketing events that engages media and consumers. I pull together teams of leading global PR's, advertising creatives, and industry partners to coordinate product roll-outs and deepen brand recognition. A multi-lingual speaker of English, German, French, and Italian, I have worked throughout the U.S. and the EU.

Notable Accomplishments

- Generated significant press coverage & foot traffic by strategizing Birkenstock's mobile retail experience - the *Birkenstock Box* - in partnership with specialty stores including 10 Corso Como Milan, Barneys New York, Andreas Murkudis in Berlin
- Initiated ongoing design collaboration between Birkenstock and Rick Owens
- Created brand narrative, advertising, media & global PR for roll-out of the Alexander Wang x H&M collaboration & debut of adidas Originals by Alexander Wang collection
- Developed global PR strategy, branding narrative & advertising for roll-out of Helmut Lang's first fragrance, in concert managed PR for opening of the Perfumerie in strategic alliance with Proctor & Gamble

Professional Experience

North6 Group

2018 - current

VP of Communications

- Brought on board to manage new Integrated Communications & Brand-Building division with 5 direct reports to assist with develop branding, marketing, & PR campaigns
- Strategize PR efforts, social media brand narratives, product engagement & experiential strategies for brands that include The Gap, Woolrich, Birkenstock, Hennessy, Open Air Arts, Piaget
- Create compelling images & brand narratives with production & creative teams
- Leverage media relationships to achieve prominence in the press
- Engage with industry leaders & influencers to promote brand recognition

Birkenstock GmbH & Co.

2017 - 2018

Strategic Marketing & Communications Consultant

- Provided strategic direction for Company's global communication, public relations & social media content plans for fashion-focused projects
- Managed 6 external global agencies to execute PR directives for fashion-focused projects, including Birkenstock's fashion presentation during Men's Fashion Week in Paris

Alexander Wang, Inc.

2012 - 2017

VP of Global Branding & Communications

- Reported directly to CEO & Alexander Wang in creating global press coverage, advertising, and marketing campaigns
- Articulated brand through advertisements, look books, digital content & social media
- Managed global PR by engaging with external vendors
- Negotiated strategic partnerships, sponsorships & collaborations for H&M, adidas Originals, & Apple Music
- Developed & executed seasonal digital strategies
- Responsible for multi-million annual marketing, event & PR budgets

KCD Paris

2005 - 2011

Vice President

(promoted from Senior Publicity Director)

- Managed global press relations for Marc Jacobs, Marc by Marc Jacobs, Marc Jacobs Men, Dunhill, 3.1 Phillip Lim, Bottega Veneta, Pedro Lourenco, & Chloe accounts
- Coordinated events for Gucci, Giorgio Armani, Michael Kors. & Swarovski in Paris, Milan & New York
- Developed seasonal PR & branding strategies on behalf of clients
- Won new business through compelling proposals that included budgets & analysis of current editorial content

Helmut Lang Design, LLC

2002 - 2004

International Director of Communications

- Reported directly to Helmut Lang to managed public relations & advertising in the U.S.
- Worked with external PR firm for European media relationships
- Placed feature stories to promote the brand in prestigious global & directional fashion publications
- Increased editorial coverage by double digits, annually
- Consulted with Prada Group on media plan
- Allocated annual advertising & PR budgets
- Coordinated fashion shows in Paris & New York
- Responsible for multi-million annual marketing & PR budgets

Work in Progress, LLC

2001 - 2003

Studio & Account Manager

- Served as account relationship manager for Bottega Veneta, Barneys New York, Nike, Banana Republic Fragrance, Deitch Projects Gallery, & Wexner Center for the Arts

Education

The Fashion Institute of Technology

B.S. – Advertising & Marketing Communications, magna cum laude

Karl Ruprecht Universitaet

Courses in German literature, history & economics