

Elizabeth Mallory

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Education

New York University

B.S. in Media, Culture, & Comms

Minor in Spanish Language

Quick stats

- **Largest team I've led:** 20 copywriters & content strategists
 - **Largest budget I've owned:** \$5-10M
 - **Launched** two different DTC marketplace sites in under 4 months (SpreeRetail.com, Leafly Market - CBD)
 - **Owned** the integrated marketing strategy for Amazon Fashion's sponsorship of the first Men's New York Fashion Week
 - **Pitched** and won digital & PR AoR for Four Seasons Hotels & Resorts
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Brands/Clients

- **Fashion/Retail:** TOM FORD, Amazon Fashion, Outdoor Voices, Chanel, Tiffany & Co, Salvatore Ferragamo, Bergdorf Goodman, Rebecca Minkoff, SpreeRetail
- **Cannabis/CBD:** Leafly
- **Beauty:** TOM FORD Beauty, Estee Lauder, RODIN Olio Lusso
- **Hospitality:** Four Seasons Hotels & Resorts, Foxwoods Resort & Casino
- **Services:** Allstate Insurance, Exact Sciences
- **CPG:** Hain Celestial, Blueprint Juices, Alba Botanica, JASON
- **Tech/SaaS:** Dash Hudson

Who am I?

Consumer marketing leader offering 12 years of experience across several disciplines: Consumer marketing strategy, content marketing, copywriting, integrated campaign management, and brand development.

I'm creative yet systematic, results-oriented, optimistic, and pragmatic. I balance problem solving and innovation to successfully power marketing strategies and brand stories.

Where have I worked? At hyper-growth start-ups, agencies, and in-house brands in numerous industries: Luxury fashion & beauty, health & wellness, hospitality, CPG, Cannabis/CBD, and DTC ecommerce / marketplace.

Here's what I can do for you: Seamlessly integrate into your organization and hit the ground running. Own operations for your consumer marketing strategy and systematically scale your brand's footprint. Implement organizational processes that drive efficiencies, reduce churn, and increase revenue opportunities.

Most recent work experience

Leafly | Oct 2019 – Nov 2022, Austin TX

Leafly is the world's largest ecommerce marketplace built to discover cannabis products and order from legal, licensed retailers. Leafly's goal is to establish trust and confidence in everyday cannabis consumers (new or old) within the constraints of a highly regulated and stigmatized industry. 100M+ annual site visitors, 4M+ annual website orders.

Senior Manager, Strategic Marketing Initiatives | Oct 2021 – Nov 2022

- Single threaded owner for the entire lifecycle of Leafly's tentpole campaigns, covering initial discovery and strategy work, production, implementation, and KPI measurement
- Required x-functional collaboration across all major business functions: marketing teams (B2C & B2B), creative, editorial, sales, product marketing, and engineering
- Managed multiple agency partners (creative, marketing, paid) and helped oversee paid advertising efforts and budgets

Highlights across all roles:

- Rebuilt the entire campaign planning process to streamline multi-channel efforts, determine appropriate resourcing and budgets, increase planning runway from ~6weeks to 4-6 months, and expand revenue generating opportunities
- Piloted an email incentive program to dramatically increase customer acquisition. Generated significant incremental revenue from brand partners and drove 50k+ new sign-ups in first 6 months
- Owned GTM strategy for Leafly's biggest product launch in 2 years - Delivery service in California. Mix of upper/middle/lower funnel tactics to penetrate new market, build brand awareness, and drive customer acquisition
- Led a year-long integrated marketing campaign tailored to legal priority markets. Increased consumer brand awareness and strengthened relationships with key retailers. Campaign drove significant customer acquisition, site traffic, and orders
- Overhauled Leafly's B2B website and marketing materials to clarify brand/product positioning and increase lead gen opps and revenue
- Sole UX content strategist and copywriter assigned to launching DTC CBD marketplace. Launched project from scratch in 4 months
- Implemented content standards for product catalog (300+ SKUs), hired handful of freelance copywriters to execute against it

Additional roles held:

- Senior Manager, Consumer Marketing | Oct 2020 – Oct 2021
- Senior Manager, Brand & Creative | Jan 2020 – Oct 2020
- Senior Content Strategist, UX | Sept 2019 – Jan 2020

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Personal things

- **Dog owner!** Cute and rambunctious standard poodle named George
 - **Hobbies:** Two-step dancing, running, horseback riding, cooking
 - **2023 Resolutions:** Learning all about Texas state history, diving back into creative short story writing
 - **Ask me about all the places I've lived:** Chicago, Seattle, LA, Phoenix, NYC, Madrid, and Austin
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Volunteer Work

- **Girls on the Run:** A non-profit aimed at unlocking confidence in young girls via a sense of pride and accomplishment, while also helping to establish an appreciation for health & fitness.

Additional work experience

Spreetail | *July 2018 - July 2019, Austin TX*

Content Marketing & Copywriting Lead

- Senior leader on the creative marketing team responsible for all things word-related
 - Launched ecommerce marketplace site from scratch in 6 months
 - Led a team of 20 copywriters and content strategists responsible for creating original content for 5k+ SKUs, Spreetail.com blog, marketing deliverables, SEO optimization, and internal collateral
 - Daily collaboration with design, UX & product, customer experience, brand marketing, and growth marketing to create cross-functional strategies, processes, and roadmaps aimed at driving brand awareness and conversion
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GALE Partners | *Jan 2017 - July 2018, NYC*

Copywriter & Content Strategist

- Digital content strategy & copywriting across personal care and consumer brands' social, email, ad, and web presence
 - Deliverables inclusive of:
 - Marketing channel copy (social, email, web, push notifications, text)
 - Digital performance assets: AdWords, banner advertisements, paid social
 - Project managed all media & content partnerships with publishers and influencers
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HL Group | *May 2015 - May 2016, NYC*

Director, Digital

- Digital lead across luxury fashion, hospitality, and retail accounts, crafting strategies to achieve global marketing and business goals
 - Co-managed a team of 8 social strategists and creatives
 - Pitched and won Agency of Record for Four Seasons Hotels
 - Developed & executed owned/earned/paid digital strategy for Amazon Fashion's sponsorship of the first ever men's New York Fashion Week
 - Partnered with senior executives to roadmap department growth, agency service offerings, and industry positioning
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Earlier career roles:

- Digital Marketing & Social Media Manager - TOM FORD; New York | Feb 2014-Apr 2015
- Senior Social Media Strategist - Morpheus Media; New York | Mar 2012-Feb 2014
- Digital Analyst - Nickelodeon / Viacom; New York | Nov 2010-Mar 2012