

Elizabeth Mallory

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[Copywriting portfolio](#) – click!

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?

I'm a 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 at a leadership level 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

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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Previous experience

SpreeRetail

Copywriting & Content Lead

Jul 2018-Jul 2019, Austin

TOM FORD

Digital Marketing & Social Media Manager

Feb 2014-Apr 2015, NYC

GALE Partners

Copywriter & Content Strategist

Jan 2017-Jul 2018, NYC

Morpheus Media

Senior Social Media Strategist

Mar 2012-Feb 2014, NYC

Independent Consultant

Digital Strategy & Social Media

May 2016-Dec 2016, NYC

Nickelodeon – Viacom

Digital Analyst

Nov 2010-Feb 2012, NYC

HL Group

Director, Digital

May 2015-May 2016, NYC