

KATIE PUCCIO-WILLIAMS

(508) 446-0726 | Brooklyn, NY 11215 | katie.pucciowilliams@gmail.com | linkedin.com/in/katiepw

EXECUTIVE SUMMARY

Experienced creative and marketer with nearly a decade of strategy and creative operations experience across agencies, platforms, and in-house teams. Adept at translating bespoke insights into compelling campaigns, I create experiences you want to click, share, and remember that drive business forward.

AREAS OF EXPERTISE

Content & Creative: Creative Ideation, Production, Copywriting, Editing, Storytelling, Content Strategy, Product Marketing, Storyboarding
Operations: Project Management, XFN Collaboration, Budget & Resource Management, System Implementation, Governance, Performance Tracking
Strategy: Research & Insights, Deck Design & Presentation, Strategic Thinking & Analysis, Storytelling
Leadership: Mentorship, Agency Management, Team Management & Hiring, Crisis Communications, Public Speaking
Social & Comms: Trend Forecasting, Editorial Calendars, Community Management, Influencer Management, Reporting

RELEVANT WORK EXPERIENCE

Snap Inc. - New York, NY

SENIOR CREATIVE & BRAND STRATEGIST (June 2022- Present)

- Develop brand narratives, creative briefs, and strategic media plans to drive marketing initiatives for client partners on Snapchat.
- Lead strategy for the Food & Beverage vertical, driving portfolio growth and sales via bespoke brand strategies and creative executions including AR Lens production and development, creator campaigns, experiential and OOH extensions, and video solutions.
- Lead and implement use of innovative technology and cultural trends such as generative AI, machine learning & spatial computing.
- Manage content production and campaign budgets from ideation through launch, collaborating with sales, account management, third-party vendors, client teams, and client agency teams to ensure satisfaction and best-in-class results.
- Orchestrated development of process documentation to improve the operational efficiency of the Creative Strategy organization, including playbooks for more efficient cross-functional collaboration, EOQ revenue auditing and reporting, team growth plans, and improved ways of working.
- Architect of the first-ever Bitmoji Drop product launch in collaboration with Pepsi, which drove +30M impressions in 24 hours, 14.9M creator views, +\$9.4M in incremental sales, \$4.94 return on ad spend (ROAS) and 28% increase in sales from new brand buyers.
- Adapted and implemented a new sales-driven creative program that delivered +\$7.47M in incremental revenue in 2023.
- Designed an innovative body-tracking experience that premiered on a Snap Mirror at an experiential activation collaboration with a premium retail partner, and executed localized versions in 8 global markets, resulting in \$2M in incremental revenue.

Constellation Brands, Inc. - New York, NY

MANAGER, SENIOR COMMUNITY | DTC DIVISION (April 2021-May 2022)

MANAGER, COMMUNITY & CONTENT | DTC DIVISION (October 2020-April 2021)

- Orchestrated development of the first-ever internal social media program for ASPIRA Division (11 brands and 30+ social accounts)
- Directed the social strategy and content function, managed a team of community managers and oversaw creatives for the portfolio.
- Architected systems and processes for the DTC Division's social program including team governance, content production, budget management, cross-functional collaboration with brand teams, go-to-market planning for new accounts, and monthly reporting.
- Successfully launched Saldo and Unshackled as sub-brands within The Prisoner Wine Company, executing comprehensive go-to-market social media and community strategies, content creation, and experiential activations.
- Collaborated closely with brand, customer experience, and PR teams, as well as external agencies and other cross-functional partners, to develop and execute brand strategies, creative production, and campaign performance analysis.
- Played a key role in collaborating with Innovation teams to launch new products, brands, and initiatives across the portfolio, contributing to the overall growth and success of the organization.

The Barbarian Group - New York, NY

SOCIAL GROWTH MANAGER (December 2019-October 2020)

- Enhanced the agency's strategic social media offering and implemented new team processes to strengthen Agency of Record (AOR) relationships, resulting in improved client satisfaction, retention, and creative performance.

- Led cross-functional teams and managed community management team to develop and execute always-on social content strategies for clients, enhancing brand visibility and engagement.
- Project managed influencer campaigns for TikTok and Instagram, overseeing contract negotiations, rate management, performance reporting, and budget management for a team of over 30 content creators.
- Successfully pitched new business and contributed to the agency's growth and revenue generation.
- Provided valuable insights and guidance to clients on digital transformation strategies, leveraging DTC Index research to drive informed decision-making and business growth.

Desk Lunch - Brooklyn, NY

CO-FOUNDER & COMMUNICATIONS DIRECTOR (August 2017-Mar 2020)

- Co-founded a community for creatives of marginalized genders where they could share their stories via essays and IRL presentations.
- Sent bi-weekly email newsletter to +3000 subscribers via Mailchimp, hosted in-person storytelling events.
- Architect of the contributor submission workflow, built and managed editorial calendar, edited essays for clarity and formatting.
- Developed brand editorial voice and social brand personality, wrote essays and promotional content for newsletter and website.
- Managed social media accounts (IG & Twitter), organized and promoted sponsorship and PR opportunities.

Stink Studios - Brooklyn, NY

SOCIAL STRATEGIST (April 2019-December 2019)

BRAND COMMUNICATIONS MANAGER (March 2018-April 2019)

SOCIAL MEDIA COORDINATOR (March 2017-March 2018)

- Spearheaded the establishment of the agency's global social media function, playing a pivotal role in developing social media strategy as a client-facing capability, setting the foundation for the agency's digital success.
- Managed global social media accounts for the agency and diverse clients, achieving significant milestones such as winning Stink's first-ever Social Agency of Record (AOR) with Moët-Hennessy USA, resulting in \$1.5M in revenue.
- Developed pitches, press releases, and awards submissions that garnered industry recognition including numerous FWA awards, placements in prestigious publications such as the NY Times, Creative Review, and Adweek, and 3 Cannes Lions, highlighting the agency's creative excellence and innovation.

ADDITIONAL EXPERIENCE

Zagat - New York, NY

COMMUNITY CURATOR (May 2019-Mar 2020)

- Participated in a pilot program that brought together digitally-savvy foodies to write reviews for, and test features of, the Zagat platform.
- Chosen from +8000 applicants to be one of 75 Community Curators tasked with surveying local NYC restaurants.
- Met with other Curators to try popular food destinations and provide reviews, including photos.
- Participated in an online community forum by sharing recommendations, reviews, and other anecdotes.

Heritage of Pride - New York, NY

LEAD VOLUNTEER COORDINATOR, THE MARCH (Dec 2017-Mar 2020)

- Managed the recruitment, registration, confirmation, role assignment, training, and check-in of +2000 volunteers from around the world for the 2018 NYC Pride March and the World Pride | Stonewall50 March.
- Participated in monthly meetings with other leads to discuss relevant cross-functional updates regarding crowd management, safety and privacy, publicity and social media, design, and overall progress.
- Performed post-March analysis on volunteer participant feedback and team success against goals to find efficiencies to bring into next year's planning cycle, provided a wrap report to HOP planning committee and other cross-functional lead stakeholders.

EDUCATION

Hamilton College - Clinton, NY

Bachelors of Arts, Music

Hamilton College Junior Year In France