

# VERONICA MARSHALL

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## INDUSTRIES

Automotive  
Technology  
Entertainment  
Consumer Packaged Goods  
Politics  
Apparel  
Retail  
Mobile/Telecommunications  
Gaming  
Food + Beverage  
Healthcare  
Non-Profit

## BRAND WORK



## PROFESSIONAL PROFILE

Creative instigator with 17 years of experience spanning luxury to retail. Managed sales-driving campaigns for Invisalign, M&M'S, Walmart, Anheuser Busch, among others. Skills include corporate communications, brand marketing, strategic planning, corporate social responsibility, media relations and reputation/crisis management. I thrive in fast-paced, emotionally intelligent work environments where non-uniformity, curiosity and teamwork are essential.

## CAREER HIGHLIGHTS

- Landed consulting role at Audi of America after pitching market growth opportunity to CEO Scott Keogh. Campaign featured in [Provoke Media](#)
- Responsible for [double-digit Q3 and Q4](#) 2020 sales coupled with highest stock price in Invisalign history; directly attributed to influencer/PR initiatives in earnings and media
- Founded The Humanity Lab, a marketing collective that donates creative resources + human capital to organizations fighting anti-racism. LeBron James + Sean Combs early partners. [Adweek](#).
- Delivered 1,000+ on-message quotes to media on topics ranging from retail operations, product launches, vendor crises, etc.

## AGENCY + IN-HOUSE EXPERIENCE

### MSL Group

SENIOR VICE PRESIDENT, CONSUMER MARKETING (November 2019 – Present)

Experience leading global comms in NA, APAC, EMEA and LATAM. Role includes strategic counsel, PR, influencer and brand strategy. Member of CEO leadership team with P&L and community/culture responsibilities.

- Partnered with Invisalign corporate communications team, contributing to earnings, CSR, sustainability and philanthropy efforts
- Lifted Q3 + Q4 overall sales by 29%, teen sales by 26% and leads by 118% YOY through PESO strategy with focus on influencer partnerships, earned media and integrated marketing approach
- Managed \$6MM influencer budget. Diversified roster to include BIPOC creators and ensure pay equity
- Surpassed one billion earned and social media impressions goal by 249% including placements in *People*, *Refinery29*, *E! News*, *Essence*, among others
- Led strategic and creative development of Invisalign's first-ever corporate social responsibility program, including 3<sup>rd</sup> party partnership, scholarship award, earned and influencer engagement to drive awareness
- Developed crisis preparedness strategy for MABI; comms plan included Q&A, CEO and CMO media training and briefings
- Oversee strategic planning and Masterbrand strategy for entire MABI portfolio including: White Claw, Mike's Hard Lemonade and Cayman Jack; P&G Baby Care: Pampers, Luvs
- Lead team of 17 on MABI; serve as senior leader on 50+ IAT

### AUDI of America

BRAND AND MARKETING CONSULTANT (March 2018 – June 2019)

Landed a consulting role with luxury automaker after developing a self-started, self-funded marketing campaign identifying one of the brand's biggest challenges limiting its bottom line. Campaign featured in [Holmes Report](#) and praised by [AUDI executive team](#). In my role as a consultant, I:

- Identified new and untapped customer markets with the potential to impact top line growth
- Began the process of reimagining how to reach new segments in an authentic and compelling way through experience, marketing and communications
- Reviewed and provided input on casting and story boards for holiday TV and print ads
- Co-developed strategy that led to adoption of diversity and inclusion as core business value

### LIFT

HEAD OF MARKETING & COMMUNICATIONS (August 2017 – November 2019)

Led the architecture and development of marketing department. Responsible for executive communications, digital strategy, brand management, thought leadership and media relations.

- Oversaw CEO transition including crisis preparedness, message development, donor relations and internal communications. No external leaks or lost revenue
- Transformed media relations from reactive to proactive, securing placements in *USA Today*, *Reuters*, [Chronicles of Philanthropy](#) and *Time Magazine*
- CEO and C-suite counsel on thought leadership, executive positioning and external engagement leading to securing coveted panel spot at United State of Women with Valerie Jarrett
- Re-conceptualized giving strategy and increased donor funnel, resulting in increase in email open rates by 29%, new donors by 19% YOY and \$1.75MM in new revenue
- Served as spokesperson and government affairs lead. Secured public endorsements from Reps. Eleanor Holmes Norton and Joe Kennedy III through relationship building, events and briefings

*\*Launched So Noted, a boutique IMC firm, with three retainer clients totaling \$175,000 in billings: Jan. 2017 – Dec. 2018. [www.sonotedpr.com](http://www.sonotedpr.com)*

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## EDUCATION

MASTER'S DEGREE  
Communications, Honors  
New York University

BACHELOR OF ARTS  
History, Honors  
North Carolina Central

BACHELOR OF ARTS  
Political Science, Honors  
North Carolina Central

## SPECIALTIES

Practical Joker

Brand Strategy

Strategic Communications

Sponsorship Development

Integrated Partnerships

Social Media Strategy

Digital Communications

Brand Storytelling

People Development

Brand-Agency Collaboration

Media Relations

Government Affairs

Executive Communications

Global Communications

Multicultural Marketing

Issues + Reputation Management

Corporate Communications

## AARP

SENIOR COMMUNICATIONS DIRECTOR (August 2016 – February 2017)

Reimagined and executed cross-platform communications campaigns to empower members to engage, join, and connect beyond membership perks (Web, social media, video, events, print). Position eliminated.

- Piloted first-ever multi-channel campaign resulting in 10,000 new registrations in 30 days
- Changed perception and drove consideration with tactics that included editorial planning, collateral production, developing talking points, and effectively implementing PESO
- Led team of five with a focus on team dynamics, career growth, mentorship and overall skill building

## WEBER SHANDWICK

VICE PRESIDENT, CONSUMER MARKETING (March 2014 – August 2016)

Led team of 20 across multiple offices. Oversaw brand positioning, digital strategy, creative marketing campaigns, event production, integrated partnerships and social media engagement for America's most recognized brands. Led development of creative assets, digital resources and content production across global teams.

- Harnessed the power of visual storytelling to humanize Newtons brand. Co-created web series that generated 1.2MM views, top-tier coverage and industry awards
- Hacked attention with Vine star, Nash Grier. Gave away 35,000 M&Ms samples, drove attendance by 3,000 fans at NYC event, generated 1 billion impressions
- Developed executive positioning strategy, including social and earned media, for Verizon client; Secured 25 local stories and grew social media following by 72%
- Secured headlines in *USA Today*, *People*, *Entertainment Tonight*, *Today Show*, *CNBC*, *Ad Week*, *New York Times* and became trending Twitter topic twice for M&MS
- Served as senior counsel to DiGiorno and Anheuser Busch CMOs after Ray Rice/Why I Stayed and Rape Bottle crises; role of fixer after internal media and consumer missteps

*\*Sabbatical. Taught at Johns Hopkins University and University of Arkansas from September 2013 – October 2016.*

## WAL-MART STORES, INC.

SENIOR MANAGER, PUBLIC RELATIONS (April 2012 – October 2013)

Served as company spokesperson, proactively telling the "Walmart story" using consistent brand messaging. Triaged 125+ media calls per week, developed PR strategies for multi-billion-dollar business units, and partnered with Michelle Obama to launch Let's Move campaign.

- On-message quotes in 1,000+ stories on topics ranging from store operations, product recalls, vendor crisis, etc. Conducted 25 in-market interviews in three-day media blitz
- Reduced potential negative multi-day news cycle to 24 hours during botched product launch through strategic background interviews and clear messaging
- Managed three (3) global public relations agencies with total budget of \$7MM
- Led working group of senior-level executives to implement first-ever, department-wide measurement system, reducing vendor redundancies and budget by \$1MM
- Served as briefer to CMO, U.S. President and head of business units
- Quarterly earnings and financial media communications specific to grocery, entertainment and toy business units as well as store operations

## O'MALLEY HANSEN COMMUNICATIONS

SENIOR ACCOUNT SUPERVISOR (November 2010 – April 2012)

Developed proactive, integrated PR/marketing initiatives that generated brand awareness, increased reputation and improved impact of marketing programs – including shaping brand strategy

- Shifted brand strategy to include Black and LatinX consumers in all aspects of Bali Intimates campaign planning; 17% sales increase attributed to multicultural strategy
- Conceptualized and executed first-ever experiential event for traditional and social media influencers, generating 109% increase in fan/followers and 17% increase in sales
- Early adopter of new media technology, launching digital platforms for Sara Lee. Generated 63,000 fan likes in 3-day period using a variety of paid and earned tactics
- Authored content read by more than 15MM fans and followers across Twitter and Facebook

*\*Position at FLOR from March 2010 – November 2010 eliminated due to financial instability.*

## EDELMAN PUBLIC RELATIONS

ACCOUNT EXECUTIVE - ACCOUNT SUPERVISOR (January 2006 – March 2010)

Managed blue-chip, global clients and played a crucial role on new business team, including winning Dove account with Campaign for Real Beauty creative. Launched Walmart's media war room and landed Oprah Winfrey show special.

- Secured one-hour Oprah special featuring Merck's Gardasil HPV vaccine. Pitched, negotiated brand inclusion/messaging and oversaw segment execution
- Managed crises during Walmart holiday and 2008 presidential election; served as agency liaison and lead writer
- Launched products in global markets (BRIC, Europe) for SC Johnson; Managed influencer, paid media and content marketing strategy in the US and globally for seven brands
- Co-developed thought leadership platform for The Coleman Company CEO with focus on re-introducing brand to new generation of consumers; secured *New York Times* and *Wall Street Journal* features