RÉSUMÉ

Alannah May Rose

BRAND, CONTENT & CREATIVE MARKETING LEADER

PORTFOLIO

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Profile

I build and run the whole brand engine, from strategy to the shoot to the numbers.

Brand, content and creative marketing leader with 10+ years across luxury hospitality, lifestyle, philanthropy, advocacy, music and B2B, who has built the marketing function from the ground up five times.

Experience

Paradigm Trends

MAY 2023 – OCT 2026

HEAD OF MARKETING · NEW YORK, NY

Promoted twice in just over two years. Led marketing, reporting directly to ownership, for a 40+ year B2B supplier of furnishings and guestroom products to luxury and hyper-luxury hotels across the US, Europe and the Middle East. Managed three coordinators, three consultants and a $35K SEO agency budget.

- Led a **multi-year repositioning** from long-standing supplier to design-led partner for luxury hospitality, including Middle East expansion: positioning, tone of voice, visual identity and photography across web, email, video, catalogs and collateral.
- Led **product marketing and sales enablement** with the product team: buyer personas and messaging, launch readiness for new collections, and sales kits, pitch decks and solution briefs that turned complex offerings into seller-ready value propositions.
- Directed social and short-form video across Instagram, LinkedIn, TikTok and YouTube Shorts, creating and editing hands-on: a viral Reel hit **3.1M views** (97.6% non-followers) and **50K+ shares**, and the YouTube Shorts channel I launched passed **200K views**.
- Made LinkedIn the brand's highest-intent channel: **30% average engagement** in 2026 against a 5–8% B2B benchmark, **13.5K+ clicks**, and #1 for follower growth and engagement against tracked competitors.
- Rebuilt the Salesforce Account Engagement (Pardot) lead lifecycle and channel attribution with Sales: **$600K in qualified pipeline** in six months, with organic social tied to **$79,550 in closed-won revenue** within three months.
- Used Adobe Firefly, Canva AI and Gemini to turn one shoot into assets for every channel; led the website and SEO (**engagement up 6.0 points YoY**), trade shows and the 40th anniversary campaign; pitched press and presented results to leadership.

Core Expertise

Brand strategy & positioning · Integrated campaigns · Social & short-form video · Content strategy & editorial · Creative & art direction · Copywriting & tone of voice · Web, UX & SEO · Email, CRM & attribution (Salesforce/Pardot, HubSpot) · Paid social & A/B testing · Events & experiential · PR & crisis comms · Executive communications · Influencer & talent relations · AI creative tools · GA4 · Adobe CC · Figma · Canva

Impact

3.1M
views on a viral Reel, 97.6% from non-followers

30%
average LinkedIn engagement vs a 5–8% B2B benchmark

$600K
qualified pipeline in six months

1.2B+
social engagements on a Webby-winning UN campaign

Recognition

Webby People's Voice Award, UNEP Wild for Life

Shorty Awards Silver Honor & Audience Honor, Social Good Campaign

Accolade Global Film Competition, Award of Excellence

Hermes Creative Awards

The Awesome Foundation, grant winner

Education

BA Art & Visual Culture with Business Studies, First Class Honours
University of the West of England

Digital Marketing & PR Certificate
Juice Academy

BTEC National Diploma, Art & Design, Triple Distinction
City of Liverpool College

The Steven & Alexandra Cohen Foundation

AUG 2020 – JAN 2023

HEAD OF DIGITAL STRATEGY & CREATIVE DIRECTION · NEW YORK, NY

The first dedicated communications lead across the Cohen Foundation and the Amazin' Mets Foundation, working alongside Point72's comms team (official title: Social Media Strategist).

- Worked directly with founders Steve and Alexandra Cohen and the New York Mets; wrote quotes and remarks, pitched journalists, and handled crisis communications with Point72's legal team during the 2021 GameStop short squeeze.
- Grew Cohen Foundation social engagement by an average of **148.6% per month** and followers by **300.8%** through paid and organic campaigns, contests and giveaways.
- Led the six-month brand and website launch of the **Amazin' Mets Foundation** and produced the **2021 Annual Report**, telling grantee stories across health, education, arts and LGBTQIA+ causes, including The Trevor Project; all content cleared Point72 legal and compliance.

PCI Media Impact

APR 2019 – AUG 2020

DIGITAL COMMUNICATIONS & DESIGN EXECUTIVE · NEW YORK, NY

Global nonprofit creating advocacy and behavior change campaigns with UN agencies and international partners.

- Ran digital communications as a one-person department reporting to leadership: led the organizational rebrand, rebuilt the website and campaign microsites, ran multilingual social, SEO, PPC and email, and wrote donor appeals, institutional reports and remarks for leadership; managed three interns plus external designers and copywriters.
- UNEP: pitched and built the interactive quiz and social promotion for the nine-language Wild for Life campaign, which generated **400K quiz engagements** and **1.2B+ social engagements** in its first month and won a **Webby People's Voice Award**.
- UNESCO, Save the Children, UNFPA and SAfAIDS: planned and delivered a 21-country advocacy and behavior change campaign, including sexual health edutainment, that grew the existing audience by **500% in eight months**.

Earlier Career UK & EUROPE

Membership Manager · Bido Lito! · Liverpool, UK — Jun 2018 – Mar 2019
Ran digital and video for a national music magazine and launched its membership program.

Business Development Manager · International Translations Limited · Wirral, UK — Sep 2017 – Aug 2018
Ran global lead generation (SEO, PPC, funnels), a full rebrand and new website.

Founder · Three Cheers For Victor · Liverpool, UK — Dec 2016 – Mar 2019
Consultancy for Ramos International, B&M Retail, Manchester Hall and the Museum of Liverpool.

Co-Founder & Producer · K2AV · Bristol & Liverpool, UK — Aug 2013 – Dec 2018
Music media collective whose live-session series, Bands In A Box, earned BBC West Introducing recognition.

Global Creative Communications & PR Manager · Liverpool School of English · Liverpool, UK — Dec 2016 – Mar 2017
Led marketing and PR to grow enrollment and direct bookings, including international press coverage.

Digital Marketing & Design Executive · Smaller Earth Group · Liverpool, UK — Jun 2016 – Dec 2016
Ran A/B-tested paid social (£5,000/month, incl. Snapchat) and a creator program sending travel creators to China.

Social Media & Design Coordinator · Kaleidoscope · Liverpool, UK — Nov 2015 – Apr 2016
For Mersey Ferries, paid social lifted revenue 14% despite a 40% price increase.

Creative Content Coordinator · Eivissa Classics · Ibiza, Spain — Mar 2015 – Jul 2015
Launched a luxury sunset-cruise offering: brand identity, website, photography and video.

Freelance Social Media Designer · Kinetoscope · Liverpool, UK — Aug 2008 – Nov 2015
Campaigns for NHS public health, Liverpool FC and Tate Liverpool; assistant editor on a Cannes-screened film.

Founder & Events Coordinator, Bristol Branch · Sofar Sounds · Bristol, UK — Jan 2012 – Jan 2013
Launched the Bristol chapter solo and directed the webisode crew behind Sofar's worldwide cinematography style.