

TRISH ABBOT

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EXECUTIVE SUMMARY

Proven track record as multifaceted brand guardian, building and leading cross-functional teams in 360 marketing communications. My experience combines creative, analytics and strategic insight to help tell stories, build partnerships, grow audiences and drive revenue. Start-up experience with a left/right brain approach leading projects, campaigns and digital engagement from strategy and planning all the way through execution and delivery.

+ Team/Client Leadership + Brand Marketing + Product Development + Go-to-Market Planning
+ Integrated Marketing + Strategic Alliances + P&L Management + Social Media Marketing

WORK EXPERIENCE

VP, Brand Marketing Jan. 2018 – Present

The Who's There Group, 6080 Center Drive, Los Angeles, CA 90045

- Led time-sensitive corporate transition and relaunch of newly acquired brand
- Managed marketing operations for 200+ products including advancing the brand voice, design, e-commerce and manufacturing for DTC and wholesale channels
- Using data-driven analytics to support decisions, identified cohesive and authentic brand voice resulting in positive exposure, customer loyalty and retention
- Led multi-disciplinary teams in content creation ensuring brand standards were met across multiple channels, including email, paid and brand-owned social, advertising and events
- Responsible for all visual merchandising across website, social media platforms, campaign collateral, and retail marketing
- Developed and managed relationships with brand partners, oversaw cost, and timelines resulting in improved communications and streamlined operations
- Owned budget planning and resource allocation for successful brand launch

VP, Brand Marketing Aug. 2009 – December 2017

Knock Knock, 1633 Electric Avenue, Venice, CA 90291

- Responsible for translating company vision into effective content and community building strategies to drive authentic and cohesive brand message
- Increased sales in key product categories by creating opportunities, identifying marketplace objectives and growing consumer acquisition
- Led DTC and wholesale digital initiatives, including new website and email marketing
- Directed cross-functional teams within the digital space to drive website traffic and increase customer acquisition via brand partnerships, influencer outreach and social campaigns
- Effectively allocated resources focused on workflow and successful project management
- Managed and collaborated with third-party agencies to plan and oversee successful product activations and digital marketing campaigns all with cohesive vision
- Fostered creative culture and mentored high-performing team with clear path for growth

VP, Creative Services Aug. 2004 – July 2009

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- Integral role of transitioning company from start-up to mid-size organization
- Collaborated with key retail partners such as J. Crew, Target, and Urban Outfitters on brand-focused product development while helping evaluate future company endeavors
- Leveraged creative services experience—promoted to VP, Brand Marketing in 2013

Creative Director Aug. 2000 – July 2004

Zeesman Communications, 6255 W Sunset Blvd. suite 1040, Los Angeles, CA 90028

- Guided brands in developing compelling voice and message via design and digital engagement
- Worked closely with account and business teams to ensure client satisfaction and revenue growth
- Client portfolio included architecture, non-profit, entertainment, and hospitality industry

EDUCATION

San Francisco State University, San Francisco, Communications, Bachelor of Arts