

# DEANNA BRYANT

## MARKETING EXECUTIVE

📞 314.603.8392 @deebryantmarketing@gmail.com 📍 Austin, TX

### PROFILE

#### Brand Builder. Growth Strategist. Innovator.

With over 13 years of CPG experience, my background is robust and comprehensive, but my number 1 strength is my **'MacGyver approach'** to problem-solving. Whether it's a complex strategic challenge, a resource constraint, or a "there is no way we can pull this off timeline", I have a proven track record of crafting innovative solutions that are both effective and efficient.

### EXPERIENCE

#### Head of Marketing & Media

2024 - Present

##### Teabird Hard Tea

Austin, TX

- Revamped marketing program, to deliver 35% efficiency in paid media spend, while also increasing in store velocity by 40% in first 90 days
- Designed and launched comprehensive paid media plan, overseeing both traditional and digital agencies, delivering over 6% in measured brand awareness and purchase intent
- Built out company tech stack, leading to 60% reduction in field marketing POS waste, while also driving 30% increase in SEO efficiency
- Achieved over 1 billion impressions in first 90 days, with over 50% generated through earned media

#### Chief Brand Officer

2018 - 2023

##### Boozy Bites

Austin, TX

- Spearheaded groundbreaking packaging innovation, securing both utility and design patents, and resulting in over 1 million units sold to date
- Conceptualized and executed a strategic channel growth program, achieving an 80% increase in on-prem channel expansion and a 92% customer re-order rate,
- Provided visionary creative leadership and led innovative campaigns, delivering 30% year-over-year e-commerce growth and receiving multiple industry awards and cult-like following
- Led capital efforts, investor relations, and executive board management to successfully secure the essential business funding and define an efficient capital strategy resulting in greater than 1:1 revenue to investment

#### Managing Partner

2015 - 2018

##### D Squared Brand Consulting

Dallas, TX

- Provided visionary creative leadership, commercialization and an international Go To Market plans for plethora of clients ranging from start-up to Fortune 500
- Led business planning, product innovation, commercialization, branding, and international go-to-market strategy for a client's first CPG division, achieving a 20% margin advantage for the portfolio

#### Brand Manager

2012 - 2015

##### Frito-Lay North America

Plano, TX

- Led the integrated marketing & innovation efforts for powerhouse brands, including Tostitos, Doritos, & Lays
- Developed and led the most successful digital to shelf program to date, with the 'hunt for the gold Dorito', resulting in 500MM PR Impressions, and \$4.5MM incremental Q2 sales
- Led disruptive go to market strategy, designing solutions to bring national programming to regional accounts, leading to 9% growth in perimeter capacity
- Led the development and launch of 7 new SKUs, generating more than \$200MM in revenue

#### Brand Marketing Associate

05/2010 - 01/2012

##### ConAgra Foods

Chicago, IL

- Led the media center of excellence for shelf stable portfolio as well as digital agency RFP, and overall media & creative agency management to deliver over a 3.1 media ROI
- Built the media planning & buying training course cross-functional partners, successfully training over 20 brand partners



### INDUSTRY EXPERTISE

Brand Marketing

Media Buying and Planning

Agency Management

Creative Leadership

Marketing Campaign Management

Retail Marketing

Ecommerce

Budget Management

Data Analytics

Entrepreneurial Problem Solving

Start Up Experience

### EDUCATION

#### University of Notre Dame

B.S. Mathematics & Philosophy

2002 - 2006

South Bend, IN

- Graduated Magna Cum Laude
- NCAA D1 Athlete - Pole Vaulter

#### Washington University - Olin Business School

MBA - Marketing & Strategy

2008 - 2010

St. Louis, MO