

# ADRIANA GNAGNARELLI

DIGITAL MARKETING, DESIGN, + BRANDING

## CONTACT



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## EDUCATION

### BS in Advertising

Newhouse School of Public  
Communications

Syracuse University

2014-2018

## SKILLS

### PROFESSIONAL

Digital Marketing & Brand Strategy

Social Media Management

Leadership

Content Creation

Project Management

Brand Development

E-commerce Management

Adobe Creative Suite & Figma

Communication & Relationship Building

## EXPERIENCE

### HEAD OF BRAND MARKETING AND SOCIAL MEDIA

#### Rachels Mediterranean Grill | 2020-2023

- Oversaw all marketing relations for 17 locations across New York and Texas, ensuring cohesive brand messaging and strategies.
- Led a 3-year digital transformation and rebranding campaign, achieving a 78% revenue boost in the first year and expanding into 8 new markets, driven by innovative marketing strategies that greatly increased brand visibility and market share.
- Initiated a user-focused online ordering system, mobile app, and loyalty program, significantly enhancing the brand's digital footprint and interaction, showcasing robust expertise in utilizing digital innovation to foster brand growth.

### LEAD ACCOUNT MANAGER

#### Givesmart by Community Brands | 2018-2020

- Oversaw 15-20 nonprofit accounts quarterly, including high-profile organizations such as the American Cancer Society & Make A Wish
- Led GiveSmart's fundraising software implementation, providing tailored onboarding and support
- Managed event-day operations with a team of over 10, ensuring smooth execution and optimal fundraising outcomes.
- Enhanced client relationships through customized solutions, leading to high satisfaction and repeat engagements.

### BRAND MARKETING COORDINATOR

#### Tony Walker & Co | 2016 - 2018

- Collaborated with cross-functional teams to manage and nurture relationships with over 50 luxury brands, aligning with store objectives.
- Played a key role in sustaining brand success within the department store.
- Worked with design and marketing teams to create strategic campaigns to increase traffic and sales.

### UNIVERSITY TEAM, BRAND MARKETING

#### Aspen Heights | 2016 - 2018

- Actively contributed to university-wide marketing for campus-community connections.
- Led quarterly events as University Brand Ambassador, increasing tenant leads and visibility.
- Increased brand recognition through diverse campaigns and student org partnerships, achieving 20% email list growth.