

Orli LeWinter

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Strategic, 360 Marketing Leader with Brand and Digital Expertise

Highly accomplished, creative marketing executive with a track record of driving strategic initiatives that solve complex business problems, increase brand affinity and achieve business growth. Brings extensive experience across the entire marketing ecosystem from research and insights to complex in-market activation, with a keen focus on digital innovation and fostering meaningful connections between brands and their customers. Adept at driving organizational change, managing large cross-functional teams, and delivering measurable impact across multiple consumer categories. Equipped with an unwavering passion for mentoring and team leadership, valued for playing a pivotal role in nurturing talent, developing capabilities, and driving transformative change in people, teams, and companies.

KEY SKILLS

Strategic Marketing | P&L Budget Management | Brand Strategy and Positioning | Research and Analytics | Content Planning
Creative Production | Strategic Partnerships | Agency Management | E-Commerce | Paid Media Advertising | Social Media
Influencer and Creator Marketing | Digital Marketing | Customer Acquisition and Retention | Mentorship | Team Leadership

PROFESSIONAL EXPERIENCE

Verizon, New York, NY

January 2022 – June 2023

Director, Head of Brand Engagement

Led Verizon's consumer engagement strategy and content creation engine in a new, transformation-oriented executive role designed to bring the brand closer to the cultural conversation and drive brand affinity, advocacy, loyalty and ultimately topline growth.

- Achieved 2x growth in reach and engagement within the first 12 months by adopting a new approach to content development that favored consumer-centric strategies and created production efficiencies through atomized content. Led a team of 20, as well as agency partners, responsible for developing thousands of pieces of marketing content annually across multiple channels and formats.
- Led Verizon's strategic partnerships with platform partners at Meta, TikTok, Twitter, Snap, Reddit, and YouTube to boost brand visibility. Strengthened relationship with and spearheaded 10x increase in paid media investment on TikTok; strategically divested from Twitter.
- Oversaw all aspects of brand social creative strategy, content production and influencer/creator marketing, managing in-house production budget of \$10M+ and an agency roster with budgets of \$20M+, ensuring efficient allocation of resources to maximize ROI.
- Concepted and launched new strategic initiatives for Verizon including the brand's first advocacy program, content planning/publishing tech stack, influencer database, content analytics dashboard, and new paid media strategies.
- Directed creative campaigns at high-profile live events such as Super Bowl, Oscars, Live Nation Festivals, and Global Citizen.
- Thrived in matrixed, high-pressure organization, regularly stakeholdering with, presenting to and collaborating with SVP and C-suite executives to align digital marketing initiatives with overarching business goals. Fostered fruitful relationships across the vast brand organization to ensure strategic, cohesive and compelling work in line with business priorities.

Constellation Consulting, New York, NY

March 2019 – December 2021

Founder & Principal

Executive marketing consultant to startups, emerging brands, Fortune 500 businesses and ad agencies. Advised and embedded in organizations to lead research, insights, brand positioning, creative, media, e-comm, CRM, digital, and content. Long term projects included:

SHHHOWERCAP, New York, NY

April – December 2021

Head of Marketing

- Led all marketing efforts for DTC startup beauty brand inclusive of positioning, brand creative and storytelling, content planning, retention marketing, CRM, paid media acquisition, e-commerce and Amazon management, influencer and PR.
- Decreased CAC by 30% and improved customer LTV through data analytics, new initiatives, and strategic messaging.

Sodexo, New York, NY

March 2020 – April 2021

VP Digital Marketing

- Drove the transformation of legacy global B2B business to uncover new and innovative ways to reach their core customer and position the brand and its services. Entered a vast organization which had no previous digital marketing capabilities, and in less than 4 weeks launched a comprehensive digital creative and paid media campaign that delivered 10x ROI in 12 months.

- Oversaw all digital marketing for North America including web experience, content, paid media, programmatic, sales enablement, marketing analytics, data systems and marketing operations to reach highly segmented audiences of business decision-makers.

Bowery Farming, New York, NY

September – December 2019

Brand & Consumer Marketing Lead

- Developed and oversaw Bowery's first consumer marketing strategy as the right hand to CMO. Crafted the brand story, oversaw content production, and managed paid media campaign which doubled ROI goals of brand visibility and awareness.
- Partnered closely with product development and sales teams to drive integrated and effective marketing strategies.

360i | Dentsu New York, NY

September 2007 – March 2019

Over 12-year tenure, was instrumental in both the growth of 360i as an agency from 200 to over 1,000 employees, as well as the growth and success of key clients across many consumer categories. Oversaw brand, creative, and paid media strategy practice, built organizational capabilities that transformed the agency, and was later tapped to lead a turnaround of the social media practice and its P&L.

SVP, Head of Social: 2017 -2019

- Achieved 10x business growth over 2 years by developing new operational model for content creation, rearchitecting organizational and financial structure for creative ideation and production.
- Led integrated global capability establishing vision, innovating services and achieving 100% new business win rate. Connected paid, earned, and owned media practices and accountable for output of social, content, influence & advocacy strategy across all agency clients.
- Directly managed team of 20 FTE's & accountable for \$5M+ dept P&L and best-in-class marketing across all clients globally, including HBO, Nat Geo, Bravo, USA Network, Oreo, Ritz, Sour Patch Kids, Nespresso, United Airlines, Hanes & Champion.

VP, Creative and Media Strategy: 2013 -2017

- Track record of leading innovative campaign strategies that drove growth, increased brand relevance, and achieved industry awards for Fortune 100 brands. Led research, segmentation & insights to build meaningful and actionable creative and paid media strategies.
- Key clients & projects included:
 - **Absolut:** Launched Absolut Lime and achieved 2x projected sales through a Grammy's sponsorship, musical partnership with emerging artist Rita Ora, and integrated paid media, creative & campaign strategy.
 - **HBO:** Launched a series of award-winning consumer engagement campaigns that turned Game of Thrones into the biggest fan-powered TV franchise in history. Oversaw strategy for Cannes-winning Westworld Voice campaign.
 - **Nat Geo Channel:** Launched the network's first major scripted series, *Genius*, with a series of buzzworthy integrated marketing executions and consumer engagement plays, including the Einstein chatbot and the March for Science takeover.
 - **Target:** Architected digital experience for Cannes-winning #MoreMusic Grammy's campaign live music video w Gwen Stefani.
 - **Clinique:** Concepted Clinique's first ever brand-level ad campaigns, Start Better and Face Forward, reaching new audiences.

Strategy Director: 2007 -2012

- Established 360i's innovative brand, digital and social strategy practices at a time of great marketing upheaval. Pioneered data-driven approach to measuring effectiveness of earned social media and launched dozens of first-to-market campaigns.
- Key clients included Coca Cola, Sprite, Kraft Foods, JC Penney, H&R Block, Bravo.

EDUCATION

Bachelor of Arts, BA, Art: Semiotics, Magna Cum Laude

Brown University | Providence, RI

INDUSTRY AWARDS

Verizon "Shakespeare Reversed"

Webby Winner

Verizon "Mr. Right"

Webby Shortlist

Clinique "Start Better"

Effie's Finalist

HBO Game of Thrones "Roast Joffrey"

Shorty Awards Finalist | Cannes Lions Shortlist |

OMMA Awards Winner | WOMMY Awards Silver

HBO Game of Thrones "Catch Drogon"

Shorty Awards Winner | The One Club Merit |

WARC Shortlist | WOMMY Silver

HBO Westworld "The Maze"

Cannes Grand Prix | D&AD Shortlist | Clio Awards

Bronze | The One Club Merit | Shorty Awards Winner

Target "More Music"

Cannes Lions Bronze: Entertainment

One Show Bronze Pencil