

# AISLINN HAGGERTY

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## SELECTED WORK EXPERIENCE

**NVE: THE EXPERIENCE AGENCY, NY, NY**  
MARKETING MANAGER - JANUARY 2015- PRESENT

### RESPONSIBILITIES

- + DEFINE, POSITION AND ELEVATE THE AGENCY'S BRAND BOTH INTERNALLY AND EXTERNALLY.
- + DEVELOP NEW RELATIONSHIPS AND STRATEGIC PARTNERSHIPS, SPECIFICALLY WITH MUSIC AND FOOD FESTIVALS NATIONWIDE.
- + BUILD AGENCY AWARENESS AND PR ACROSS TRADE, BUSINESS AND ONLINE MEDIA.
- + OVERSEE INCOMING RFP'S BY WORKING WITH CREATIVE AND PRODUCTION TEAMS.
- + PROVIDE KEY INSIGHT INTO DEVELOPMENT OF PROPOSALS.
- + OVERSEE AGENCY'S ONLINE PRESENCE.
- + ANALYZE NEW MARKETS AND POTENTIAL TARGET CLIENTS.

### SECONDARY RESPONSIBILITIES

- + GENERATE LEADS FOR PROSPECTIVE NEW CLIENTS.
- + MANAGE LEAD GENERATION AND OUTREACH PROGRAMS TO FOSTER NEW BUSINESS.

**TBWA\CHIAT\DAY, NY, NY**

NEW BUSINESS AND MARKETING MANAGER - JULY 2014- JANUARY 2015

### RESPONSIBILITIES

- + RESPONDED TO RFP/RFI'S IN MULTIPLE CATEGORIES - RFP CONVERSION RATE 100%
- + WORKED WITH CREATIVE SERVICES TO CREATE VISUALLY ARRESTING AND COMPELLING PROPOSALS AND PRESENTATIONS, MARKETING AND BRAND POSITIONING COLLATERAL.
- + MANAGED DAILY WORKFLOW PROCESS FOR INTEGRATED MARKETING PROGRAMS INCLUDING TIMELINES, BUDGETS, CREATIVE EXECUTIONS AND FOLLOW-UP ON ALL DELIVERABLES.
- + OVERSAW PRODUCTION OF VISUAL COLLATERAL FOR PITCH PRINT MATERIALS, VIDEO AND SHOOT VISUALS FOR DIGITAL AND TV CONTENT, SUPERVISED PRODUCTION OF VISUAL/DESIGN MECHANICALS FOR PITCH PRINT PRESENTATIONS.
- + PLANNED, MANAGED AND EXECUTED EVENTS INCLUDING BUT NOT LIMITED TO; DEVELOPING SELLABLE EVENT IDEA CONCEPTS EXTENDABLE ACROSS DIGITAL AND SOCIAL, SERVED AS DIRECT CONTACT BETWEEN TBWA AND EVENT VENDORS, CREATED AND ADHERED TO EVENT BUDGETS, AND MANAGED ON SITE LOGISTICS INCLUDING PRODUCING VIDEO CONTENT OF EVENT FOR SOCIAL CONTENT.
- + SCREENED POTENTIAL BUSINESS BY ANALYZING MARKET STRATEGIES, POTENTIAL AND FINANCIALS.
- + OVERSAW OVERHAUL OF AGENCY DIGITAL PRESENCE.
- + PROTECTED ORGANIZATIONS VALUE BY KEEPING INFORMATION CONFIDENTIAL.

### ACCOUNTS WON:

BNY MELLON  
TEDMED  
BEIN SPORTS

SUNSEEKER YACHTS  
NBC UNIVERSAL  
H&M

### PREVIOUS POSITIONS HELD:

NEW BUSINESS COORDINATOR - 2013

ADMINISTRATIVE ASSISTANT - 2012

**NASTY LITTLE MAN PR, NY, NY**

PR INTERN - NOVEMBER 2011- MAY 2012

- + TRACKED, DOCUMENTED & PHOTOSHOPED ARTIST PRESS FOR PRESS KITS
- + MANAGED DISTRIBUTION OF PRESS MATERIALS; EX. CD'S & PRESS RELEASES
- + CONNECTED ARTIST PHONE INTERVIEWS.

## EDUCATION

**NORTHEASTERN UNIVERSITY, BOSTON, MA**

BACHELOR OF SCIENCE IN MUSIC INDUSTRY, MINOR IN LITERATURE

## SKILLS

- + PROFICIENT IN ADOBE SUITE (ILLUSTRATOR, INDESIGN, PHOTOSHOP)
- + MICROSOFT SUITE
- + FILEMAKER PRO
- + CONSTANT CONTACT/MAIL CHIMP
- + SOCIAL MEDIA