



BRIANNA DEPETRILLO

CONTACT

bdepetrillo9@gmail.com
401-440-3776

Portfolio Available Upon Request

EDUCATION

University of Rhode Island | 2015

B.S. Communications

Paul Mitchell Skin Academy | 2009

RI Licensed Esthetician

ACCOMPLISHMENTS

Crowd Management Certified

Served on the Communications
Committee for the International Live
Events Association 2014

Recipient of ILEA's National ESPRIT
Award for Best Corporate Event

EXPERIENCE

Saletin Real Estate Group | June 2025 – Current

Director of Marketing – Cranston, RI

- Led marketing strategy and brand execution for luxury residential and commercial developments, supporting sales and leasing.
- Managed multi-channel campaigns and budgets across digital, print, and PR, optimizing performance through KPI-driven analysis
- Directed creative, vendors, and cross-functional partners to deliver cohesive branding, collateral, and lead-generation initiatives.

Gradient Experience | Oct. 2024 – Mar. 2025

Account Manager – Remote, NYC

- Managed key client accounts, overseeing strategic planning, execution, and relationship management.
- Developed client-facing decks and led creative direction across brand initiatives, delivering impactful storytelling and strategic vision.
- Led concept development and execution for a \$1M project, ensuring seamless production and brand alignment.
- Directed cross-functional teams while managing budgets, timelines, and deliverables to maximize impact.

Limitless Creative Co | Feb. 2022 – Sept. 2024

Account Manager – Remote, LA

- Managed client creative briefs, budgets, client facing decks, and timelines to optimize project success.
- Led project oversight from ideation to execution for brand activations, experiences, and customized branded merchandise, ensuring seamless team collaboration.
- Built and maintained strong client relationships, serving as the main point of contact for brands like Foot Locker, Gymshark, Bandier, Balmain, Nike, and Jordan.

Birdy Grey | Nov. 2019 – Feb. 2022

Brand Special Projects Manager – Remote, LA

- Managed production for e-commerce, commercial, and editorial shoots, overseeing vendors, casting, set design, and creative direction.
- Led creative briefs for special projects, ensuring timelines and deliverables through collaboration with internal teams and external agencies.
- Developed brand partnerships, driving influencer marketing, PR initiatives, and affiliate programs.
- Oversaw in-person brand activations, including expos, pop-ups, and sample sales.

Tacori | Feb. 2018 – Nov. 2019

Event Strategist – Glendale, CA

- Lead key objectives and operations for the events division to align and contribute to the brands overall growth and sales goals for sales meetings, JCK trade shows, brand promotions, and pop-up shops.
- Acted as a project manager for the sales team by establishing processes and managing the execution of sales initiatives and goals at retail events.
- Developed and managed a Brand Ambassador Program with a structured learning path for select authorized retail partners and increased sales by 30%.

Michele Marie Public Relations | Apr.2017 – Feb. 2018

Showroom Manager – Beverly Hills, CA

- Managed showroom organization, sample tracking, and visual merchandising for 25+ fashion and lifestyle brands.
- Built relationships with celebrity stylists and influencers, coordinating appointments, loans, and press events.
- Tracked media placements and social engagement, providing data-driven insights for clients.

Alex and Ani | May 2015 – Sept. 2016

Senior Event Marketing Manager – Cranston, RI

- Planned and executed regional in-store events to enhance consumer engagement.
- Supported festival activations, sponsorships, corporate functions, and mobile BANGLE BAR® experiences.
- Designed event activations and layouts aligned with marketing strategies for optimal customer experience.
- Managed vendor coordination, logistics, contracts, and event timelines.