

BRITANY MARSICO

916-205-9364 | britmarsico@gmail.com | Fair Oaks, California | <https://www.britmarsico.com/>

SUMMARY

Marketing and Events professional with over 10 years of experience driving revenue and engagement across the hospitality, retail, and public sectors. Proven record of increasing event attendance by up to 35% through strategic partnerships and targeted campaigns. Experienced in managing large-scale events (3,000+ attendees), overseeing complex budgets, and leading teams of up to 30. Proficient in HubSpot, Shopify, Adobe Creative Suite, and Asana to deliver data-driven results.

SKILLS & STRENGTHS

Marketing & Digital Ecosystems

- CRM & Email Mastery: Expert in HubSpot for lead tracking, data integrity, and automated marketing campaigns; skilled at audience segmentation to improve conversion.
- E-commerce & Web: Proficient in Shopify, WordPress, and SEO; experienced in managing digital storefronts and driving earned revenue.
- Performance Tracking: Experienced in using digital analytics to measure ROI, web traffic, and campaign effectiveness to inform future strategy.

Event Planning & Hospitality Logistics

- Event Operations: Expert in the full lifecycle of planning, including RFPs, site selection, BEOs, and on-site coordination for events up to 3,000+ attendees.
- Sponsorship & Sales: Demonstrated results in developing creative sponsorship proposals, soliciting partners, and hitting budgeted revenue goals.
- Logistics & Shipping: Skilled in the physical and administrative logistics of trade shows, including inventory control, shipping/receiving, and driving materials for conventions.

Creative Design & Brand Management

- Visual Design: Proficient in Adobe Creative Suite (Illustrator, Photoshop) and Canva for producing high-quality digital assets, signage, and promotional collateral.
 - Brand Stewardship: Skilled at maintaining a consistent brand voice across digital and print channels while aligning content with institutional and fundraising goals.
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PROFESSIONAL EXPERIENCE

The Picklr | Marketing and Events Manager

(Nov 2024 - Present)

- Orchestrate omni-channel marketing strategies, creating all print and digital assets, to enhance facility visibility and stimulate membership growth.
- Oversee all facets of private and community events, including tournaments and member gatherings, to elevate member engagement and drive revenue.
- Cultivate and manage the sponsorship portfolio from solicitation to activation, generating club revenue and amplifying local business visibility.
- Manage all membership accounts, supervise and recruit staff to guarantee exceptional customer service while upholding club standards and ensuring efficient club operations.

Fair Oaks Recreation & Park Department | Arts and Entertainment Associate (Aug 2024 - March 2025)

- Designed and executed integrated marketing strategies (social media, email, print) to boost class sign-ups, leveraging authored community surveys that gauged public interest in shows and ticket pricing to inform new Performing Arts Center programming decisions.
- Managed arts and entertainment class instructors (including invoicing and streamlining recruitment) while cultivating relationships to secure sponsorships for the Garden Gala.
- Cultivated relationships to secure sponsorships for the Garden Gala and represented the department by attending all necessary committee meetings.

The American River Parkway Foundation | Marketing Manager (Oct 2023 - May 2024)

- Public Outreach & Volunteer Management: Developed content strategies that resulted in a 15% growth in volunteer programs and public outreach event participation, while increasing website traffic by 25%.
- Reporting & Presentation: Prepared activity and statistical reports for interested groups and stakeholders to measure the impact of outreach and volunteer efforts.
- Strategic Event Planning: Secured media placements and spearheaded event execution for fundraising galas, increasing overall brand visibility.

New Glory Craft Brewery | Marketing & Events Manager (April 2022 - Oct 2023)

- Spearheaded integrated marketing campaigns for on-site brewery events, driving a 35% increase in attendance and a 15% growth in brand awareness through managing social media ads, print flyers, local business collaborations, and strategic media placements.
- Oversaw and tracked contractual rental agreements with vendors and sponsors, optimizing event budgets and ensuring all facility and legal requirements were met before events occurred.
- Executed all events from start to finish, while leading weekly consultations with staff and management and utilizing post-event data feedback to inform future event strategies.

Borderlands Bakery | Operations Manager (Jan 2020 - Jan 2023))

- Managed efficient daily operations for smooth business functioning, leading to measurable increases in productivity, and performing administrative personnel duties as needed.
- Developed and implemented a streamlined inventory organization and tracking system, which demonstrably increased efficiency and reduced errors across the business.
- Oversaw company websites and social media accounts to support business objectives, utilizing data analysis of operations and campaigns to implement strategic solutions that boosted overall performance.

The Hartford Insurance Company | Customer Service Agent (Feb 2017 - Feb 2020))

- Responded to customer inquiries via phone and email, providing prompt and accurate information and ensuring high customer satisfaction.
- Collaborated with department executives to develop customized training programs on product knowledge and sales techniques.
- Evaluated the effectiveness of training programs through surveys and assessments, implementing improvements and facilitating group discussions to reinforce learning and aid in career development.

Phoenix Private Preschool | Assistant Director (Aug 2010 - Feb 2017)

- Efficiently managed over 30 staff members and oversaw the care of all children in the facility, leading the entire personnel lifecycle (onboarding, training, and performance evaluations) to ensure standards were consistently met.
- Led and organized school events and fundraising initiatives, successfully increasing program visibility and securing financial support.
- Managed the facility itself, overseeing maintenance and operational needs, while maintaining relationships with vendors and suppliers, including reviewing and approving bids to ensure quality standards were upheld.

EDUCATION & CERTIFICATIONS

- Sierra College, Rocklin, CA (Major: Early Childhood Education, **(Aug 2007 - Dec 2009)**)
- EMPOWER Leadership Program (The Hartford Insurance Company) **(Feb 2019- July 2019)**

VOLUNTEER EXPERIENCE

- Point West Rotary Club, Sacramento, CA **(March 2023 - Present)**
 - Member of the Executive Brewfest Committee, assisting with the organization and execution of the annual fundraising event.