



Brittany Salomé Frieri

Everyone has a story they bring with them and that is what I look forward to uncovering. While living in Ireland for seven years, I realized my interest in marketing. Promoting a brand is one aspect of a project, but the creative process is what excites me. I enjoy creating new ideas to inspire consumers, clients, and my team.

EDUCATION

**American College Dublin
Ireland • 2018**
**Bachelor of Arts: Liberal
And Performing Arts**

- American College Dublin Scholarship 2013-2014
- Rainbow Push Coalition Scholarship 2012-2013

WORK HISTORY

REACH - CMA Fest Project Coordinator for Austin Cocktails

Nashville, Tennessee 06/2022 (contract)

- Assisting with inventory and warehouse preparations. Loading in and piecing together drafted Austin Cocktails concept prior to CMA Fest kick off..
- Delegating with on site bartenders and staff.
- Organizing proper game plans with clients to make sure their expectations were met and executed.
- Greeting consumers and promoting the Austin Cocktail brand.

Spirited Insiders - Ambassador for Misunderstood Whiskey

Nashville, Tennessee 10/2021 - present

- Responsible for introducing spirit brand portfolio to on and off premise accounts. (Account Manager duties.)
- Collaborating with distributors and accounts to market the spirit brand (cocktail events, featured menus, specials, etc).
- Organizing and educating on premise staff to support the portfolio as well as build brand awareness to consumers.
- Host spirit tastings at on and off premise accounts to drive sales.

William and Hill - Project Manager/Business Developer

Nashville, Tennessee 09/2021 - 12/2021 (contract)

- Assist with building and rebranding William and Hill's marketing services.
- Managing social media accounts for the company and clients. Using MavSocial, schedule and create social media posts.
- Host weekly team meetings to meet goals of the company and hold staff members accountable for tasks.

SKILLS

- Client Communication
- Public and Media Relations
- Staff Management
- Social Media
- Market Positioning
- Public Speaking
- Collaborative
- Adaptable
- Efficient
- Positive (Mindset)
- Bold
- Reliable

VOLUNTEER WORK

- Lingo – Dublin, Ireland; Spoken Word Festival
- Scene and Heard – Dublin, Ireland; Arts Festival
- Collaborations – Dublin, Ireland; Arts Festival
- Ireland Funds Network
- League of United Latin American Citizens (LULAC)

INTERESTS/HOBBIES

- Writing poetry
- Traveling
- Dance
- Art
- Sports
- Cliff walking
- Live music

AptAmigo – Client Experience Specialist

Nashville, Tennessee 12/2020 – 09/2021

- Accompany clients to potential future apartment buildings and act as an advisor.
- Building renter relationships from both company provided and self-procured leads.
- Collaborating effectively with the operations team, touring team, and building partners to deliver an exceptional client experience.

Event Manager

United States 06/2019 – 02/2020

- Overseeing staff on site for high profile events, job assignments, setting schedules, reading reports, and monitoring work performances.
- Building brand awareness and generating leads while managing internal and external marketing campaigns and programs.
- Performing target quota for activation dates. Clients were happy with numbers and consumer turn out for the events. On site artists and staff felt comfortable with the layout of footprint.

Featured Clients:

Sony- CMA Fest (Nashville)
Toyota – Lollapalooza/Life is Beautiful Music Festival
Lytepop – NBA All-Star (Chicago)

Freelance – International Brand Ambassador

Worldwide 06/2014 – 02/2020

- Driving brand awareness to attract consumers to footprint.
- Working with Sales and Marketing divisions to achieve goals, communicate the value of products, track feedback, and represent the brand in a positive light at events.

Featured Clients:

Pepsico – Private Client Event (Ireland), NFL Draft (Nashville), Navy Pier Pepsi Summergram (Chicago), Tractor Supply Company Show (Nashville)
Panini – NFL 100th Season Kickoff 2019 (Chicago), College Football National Championship 2020 (New Orleans)
KIA/Toyota – Auto Shows in Philadelphia, Chicago, Detroit, and St. Louis
NASCAR- Champions Week (Nashville), Chicagoland and New Hampshire Motor Speedway, Big Machine 400 at the Brickyard (Indianapolis)