

AlexSandra Wright

Branded Entertainment Executive
MotivatingOtherMothers.com

Executive responsibility in all facets of strategic marketing, PR, branding, strategic alliances, and promotions in the luxury goods, entertainment, fashion and automotive industries. Responsible for negotiating celebrity endorsement and branding opportunities as well as providing entertainment marketing consulting services for top luxury companies in the automotive and fashion sectors.

International lead within The Global Collective in connecting some of the world's largest brands with the innovative technology they need to succeed and stand out from the pack.

I have a unique knack for recognizing a great opportunity or void and fulfilling that space with a solid commercial proposition – delivering not only marketing achievements but also commercial success. This acumen, when combined with my charismatic personality, make me an excellent representative for any organization wishing to succeed in any marketplace responsibilities have included complete end to end ownership of marketing strategy including global marketing campaigns, ATL, BTL, Digital Marketing, Event Management, Sponsorship, Global Agencies, Staff and Multi Million dollar budgets.

Directly responsible for creating strategic and creative global integrated marketing initiatives with extensive clientele. Internationally manage brands for some of the world's most recognizable companies and personalities. Passionate and focused leader executing high level, long term strategic

marketing plans, mobilizing commercial & retail, engaging consumers through digital innovation & social media, PR and leveraging consumer insights. Develop and drive fully integrated marketing programs including critical market transitions for globally with unique inroads in China UK, and Canada ~ overseeing two award winning Olympic campaigns.

I utilize a high level of understanding and expectations to drive brands forward by connecting through consumers with a targeted approach in music, art, fashion, film, and influencers. I have proven management track record having built & mentored teams in all over the U.S., Shanghai, Hong Kong, Canada, and London. I am a Global citizen, extremely connected with a deep understanding of pop, youth and street culture, global influencers, and the entertainment industry.

Applying my expertise in the development of Strategy & Creative for the brand's Global Brand Communications, which drives all seasonal Advertising & Marketing inclusive of specialized disciplines of Regional and Global Marketing & Media Events, Digital, Entertainment, & Music Marketing. I work closely with global agency partners in the creative conception of Brand, Product & Regional Market-level branding initiatives and campaigns that drive consistency of the brand globally to uphold brand architecture and business category priorities, our obsession of our global consumer, and our creative DNA. Instrumental in channeling my 15+ years of international leadership with strategic branding and branded entertainment into an informed and progressive approach on development and implementation of global marketing plans with sensitivity to regional market challenges & opportunities, while also being a steadfast advocate for the brand implement metrics and milestones.

From the nuance of timing and technology to the details of

publicity and promotion, my craft focuses on manifesting brand experiences that resonate with audiences and reverberate across media channels. I am responsible for Brand Marketing, Strategic Alliances, Fashion, Entertainment, integrated communications, experience marketing, CRM, Internet, digital technologies. Diverse background in advertising, PR, media, and traditional and non-traditional marketing strategies.

Responsible for Go-To-Market process, content, and communications, to ensure regional parity and commitment to growth initiatives for the business across all markets. Lead development and implementation of comprehensive Global Marketing Directive issued seasonally to all markets internationally, to establish consistent brand & product campaigns across Advertising, Media, Retail Marketing, Experiential & Events, Digital & Social, Entertainment Marketing & PR. Oversee regional marketing executions in North America and internationally. I utilize and expand creative networks with key influencers and local partners. Drive all seasonal briefings to agencies on global campaigns and domestic, high profile marketing executions, product/retail launches, and events. Work cross-functionally with Brand Design, Regional Marketing, Commercial, Product Design and Product Marketing, & Strategy to drive new collaborative processes, timelines and content for global presentations and seasonal sales meetings.