

Hayden Wallace

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Director, Brand Marketing

Brand Strategy, Integrated Campaigns & Consumer Engagement for Beverage, Tourism & Lifestyle Brands

Award-winning brand builder who excels at crafting high-impact strategies and launching integrated campaigns that drive awareness, engagement, and revenue across beverage, tourism, and lifestyle sectors. Expert in transforming brand stories into measurable growth through digital, social, broadcast, and experiential marketing.

- **Strategic Brand Leadership:** Led \$3M+ marketing strategy for nationally distributed premium wine brand. Directed award-winning campaign, which was honored as *Innovative Campaign of the Year*.
- **Digital Content & Consumer Engagement:** Scaled nationally distributed premium wine brand’s social media presence via original content, influencer partnerships, and owned-channel growth, including branded blog and e-commerce platform. Developed content strategies for multiple regional tourism organizations that grew event attendance tenfold.
- **Media Relations & Experiential Marketing:** Secured 250M+ in earned media impressions with placements in *Forbes*, *Vanity Fair*, *Wine Enthusiast*, and more. Launched virtual experience program generating \$250K+ in direct revenue and engaging 5K+ consumers through interactive events, tastings, and live-streamed content.

EXPERTISE

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| ✓ Brand Development & Identity | ✓ Strategic Partnerships | ✓ PR & Media Relations |
| ✓ Integrated Marketing Strategies | ✓ Social & Digital Media | ✓ Budget Management |
| ✓ Creative Direction | ✓ Experiential Marketing | ✓ Omni-channel Marketing |
| ✓ Content Creation | ✓ Go-to-Market Strategy | ✓ Product Launch |

PROFESSIONAL EXPERIENCE

National Premium Wine Brand – Portland, OR

2019 – Present

DIRECTOR OF MARKETING

Build \$3M+ brand marketing strategy for nationally distributed premium wine brand. Own end-to-end execution of brand development, digital strategy, and integrated campaigns across social, digital, broadcast, influencer, and loyalty channels. Manage national partnerships, media relations, and on-site experiences. Partner with sales and retail teams to craft customer-facing stories that drive growth, support product launches, and boost engagement. Oversee budget, track KPIs, and optimize campaigns for ROI.

- **Led award-winning campaign, recognized as 2022 *Innovative Campaign of the Year*;** drove national brand awareness through targeted video campaigns.
- **Secured coverage in top-tier outlets (Forbes, Vanity Fair, Travel + Leisure, Wine Enthusiast), reaching 250M+ readers** through strategic media hosting and PR.
- **Launched and managed company blog and e-commerce platform;** grew social following through original content and creator/influencer partnerships.
- **Produced paid and editorial advertising campaigns** featured in Food & Wine, Wine Enthusiast, VinePair, Travel + Leisure, USA Today, and other national outlets.
- **Drove \$250K+ in revenue by building virtual experience program** that reached 5K+ participants.
- **Directed brand alignment, packaging, and broadcast creative for a professional sports partnership.** Produced high-performing advertising and exclusive product collaborations that strengthened fan engagement and retail activation.
- **Developed award-winning limited-edition label series** combining original artwork, artist partnerships, and nonprofit collaborations; collection sold out within 2 weeks of launch.

MARKETING DIRECTOR

Defined global marketing strategy for outdoor gear brand. Created content and social-first promotions, drove media coverage, and activated brand presence through trade shows and events.

- **Led integrated launch campaigns across North American and European markets.** Coordinated digital content, PR, retail partnerships, and trade-show activation to increase website traffic 28% and social engagement 35%.
- **Built an ambassador and creator program that expanded product visibility, generated 8M+ impressions,** and increased qualified retail-partner leads 22% year over year.

Regional Tourism Office – Portland, OR

2012 – 2018

CONTENT MARKETING MANAGER

Managed digital content and social media strategy for destination attracting 5M+ annual visitors. Partnered with lodging properties, restaurants, recreation providers, and event organizers to develop content that expanded partner visibility and strengthened the overall destination brand.

- **Managed \$250K+ international marketing budget,** leading media hosting, social ad buys, and content strategy across travel platforms including Expedia, TripAdvisor, and Orbitz.
- **Earned MarCom Gold “Marketing Communications” award for campaign (2015);** also received Outstanding Marketing Tourism Award (2016).
- **Built integrated editorial calendars across web, email, and social channels,** aligning seasonal campaigns with community events, visitor trends, and destination priorities.
- **Planned and supported media-hosting visits for travel writers and digital creators,** coordinating itineraries, local partners, photography, and story development.

SIGNIFICANT FREELANCE CONTRIBUTIONS**Freelance Content Marketing, Visit Oregon | 2025 – Present**

Manage social media strategy for Visit Oregon; create content and maintain authentic brand voice to drive event attendance and regional tourism.

Freelance Content Marketing, Visit Portland | 2022 – Present

Manage social media and blog content, leveraging tourism expertise to promote key attractions and coordinate boosted posts with digital advertisers.

Freelance Content Marketing, Oregon Tourism Office | 2018 – 2020

Produced photography and event coverage spanning Oregon’s coastal communities, mountain towns, and cultural destinations to support statewide tourism campaigns.

Live Event Production, International Live Event Production Company | 2012 – Present

Coordinate with production teams and field talent to deliver high-quality live broadcasts across eight countries, including international esports competitions, action-sports events, and global branded series.

EDUCATION**Bachelor of Arts (BA), Communications**

University of Oregon – Eugene, OR