

ERIN ALEXANDRA BRANCHE

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PROFESSIONAL SUMMARY

Dynamic and strategic marketing professional with over 5 years of experience in product development, brand management, and strategic operations. Adept at leveraging market insights and consumer trends to develop and execute impactful marketing strategies that drive growth and enhance customer retention. Proven track record of successful brand development and cross-functional leadership, with a keen ability to collaborate with teams across Brand, Creative, Growth, and Retention to bring innovative campaigns to life.

PROFESSIONAL SKILLS

- **Integrated Marketing and PR Leadership:** Excelled in managing public relations and marketing initiatives for Hersha Hospitality's collection of 10 boutique hotels, crafting and executing comprehensive social media strategies, designing promotional materials, and leading high-profile events like Mercedes-Benz New York Fashion Week
- **Brand Development Expertise:** Led the creation and market introduction of Tres Lashique, from initial concept through to launch by directing comprehensive market and product research, fostering key international manufacturing partnerships, and managing cross-functional team collaborations to ensure cohesive brand experiences and operational efficiencies.
- **Strategic and Analytical Mindset:** Skilled in identifying market trends and consumer insights, using data-driven approaches to inform strategy development and decision-making.
- **Cross-Functional Leadership:** Experienced in leading and collaborating with cross-functional teams, including Brand, Creative, Growth, and Retention, to bring marketing strategies to life across various channels.
- **Creative Problem Solver:** Creative and collaborative approach to solving marketing challenges, with a history of developing innovative solutions that resonate with target audiences.
- **Dynamic Communicator and Relationship Builder:** Effective at building strong working relationships with cross-functional stakeholders, including Product, Operations, Analytics, and Marketing teams, to drive cohesive and aligned initiatives.
- **Continuous Learner and Industry Expert:** Stays current on marketing best practices, cultural trends, and competitive landscape, ensuring strategies are relevant and impactful.
- **Multilingual and Culturally Competent:** Advanced proficiency in French and exposure to international markets, enhancing the ability to engage with diverse audiences and stakeholders.

PROFESSIONAL EXPERIENCE

Sales Executive

June 2022 to Present

Hilton Grand Vacations

Hilton Head Island, SC
Charleston, SC

- Entrusted with leading sales initiatives at the Hilton Head location, showcasing exceptional capabilities in promoting vacation ownership packages.
- Mastered the art of vacation package sales, capitalizing on strong product knowledge and persuasive communication to drive purchase decisions.
- Expertly guided potential owners through property tours, highlighting key attractions and amenities to facilitate informed buying choices.
- Excelled in promoting and selling vacation ownership packages, leveraging persuasive sales strategies to meet and surpass targets.
- Conducted detailed property tours for potential owners, effectively communicating the value and benefits of ownership to facilitate decision-making.

Founder and CEO

October 2015 to September 2022

Lash Bash, LLC

Philadelphia, PA

- Founded and independently managed Lash Bash, a specialized lash extension salon, overseeing operations and leading a team of over 10 employees generating annual revenues exceeding a quarter of a million dollars, underscoring the salon's success and market impact.

- Orchestrated the full product lifecycle from inception to market launch, ensuring strict adherence to timelines, budget constraints, and high-quality standards.
- Oversaw comprehensive brand development efforts, including financial management, market forecasting, strategic marketing, fostering creative partnerships, and leading a diverse team across HR, design, and operations.
- Successfully negotiated to maintain competitive edge and was distinguished by the Goldman Sachs 10,000 Small Businesses Program for outstanding entrepreneurial achievement within a business model.

Co-Founder and President

October 2015 to September 2022

Tres Lashique

Philadelphia, PA

- Managed the entire lifecycle of a groundbreaking magnetic lash product, from concept ideation to market introduction, underpinning each phase with extensive market and scientific research.
- Fostered collaborative efforts across departments to refine product briefs, design, and messaging, ensuring a cohesive brand experience.
- Cultivated enduring partnerships with manufacturers, guaranteeing operational efficiency and on-time delivery, and engaged directly with global suppliers at the Cosmo-Prof Asia trade show.
- Implemented logistical solutions with ShipMonk for streamlined warehouse management, enhancing distribution capabilities.

Brand Manager

June 2012 to December 2014

Independent Collection Hotels

Hersha Hospitality Management

Philadelphia, PA

- Led PR and marketing for a collection of 10 boutique hotels, overseeing all aspects of public relations and tailoring initiatives to each property's unique brand.
- Developed and managed a comprehensive social media strategy, enhancing online presence and engagement.
- Designed and implemented marketing collateral and executed high-profile promotional events, including Mercedes-Benz New York Fashion Week and VIP openings.
- Forged strategic corporate partnerships with brands like L'Occitane and Evian to elevate guest experiences.
- Featured as a social media panelist at the International Hotel Motel & Restaurant Show 2014, sharing insights on leveraging social media for property promotion.

Hotel Manager in Training

August 2010 to April 2012

Four Seasons Hotels & Resorts

Washington, DC

- Oversaw front-desk activities and coordinated housekeeping efforts to ensure exceptional guest services and impeccable facility standards were maintained.
- Proactively communicated with significant groups and VIP clients to foster relationships, enhance guest satisfaction, and uphold the establishment's reputation for excellence.
- Promptly and effectively managed guest complaints and incidents to ensure they were resolved to the satisfaction of all parties involved, maintaining the integrity and service standards of the establishment.
- Spearheaded the creation and implementation of a company-wide Employee Experience Training Initiative as Chair of Development Committee, demonstrating leadership in employee development and contributing to the cultivation of a positive and productive workplace culture.

EDUCATION

Esthetician License, Jean Madeline Aveda Institute, Philadelphia, PA, 2018

Associate of Science in Hotel and Restaurant Management, Ecole Hôtelière de Lausanne, Lausanne, Switzerland, 2010

- Winchester Mansions Hotel, Cape Town, South Africa February 2010-August 2010
- Grand Hotel Suisse Majestic, Montreux, Switzerland February 2009-August 2009

Bachelor of Arts in Communications, University of Pennsylvania (Annenberg School for Communication), 2006
2002-2006