



Stephanie Roberts

Marketing and Branding executive with an astute awareness of the cross pollination of culture and commerce

New York, NY, USA

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Languages

French (Basic)

English (Fluent)

About

A confident communicator and engaging presenter, I am a consultative leader who partners with internal and external teams to scale brand awareness, engagement, and loyalty. Through strategic and visionary marketing, communications, issues management, and media relations, I lead initiatives that advance a brand's image and reputation. My greatest success has been leveraging my expertise to foster positive stakeholder relations, develop innovative, strategic media and PR strategies, and create narratives that drive greater visibility and add value. I am known for my creative vision and eye for luxury, and am deeply involved in product innovation and curation.

I bring a demonstrated record of achievement in storytelling, managing communications and brand initiatives, cultivating relationships, and serving as a subject matter expert [SME]. As vice president of brand development for CAK Entertainment, I led the development and execution of breakthrough programs that built awareness for artists, influencers and retail clients. From architecting strategies and crafting value propositions to executing campaigns, I ensured cohesive, consistent, and engaging brand experiences. Earlier, as chief of staff to the chairman of Martha Stewart Living Omnimedia, I partnered with the executive leadership team on licensing agreements, including those with Macy's, Home Depot, PetSmart, and Crain Communications, among others.

Some of the key highlights of my career include the following achievements:

- Leading the launch of Diana Ross' fine fragrance 'Diana Diamond,' which delivered \$2.2M in gross sales in less than 5 hours.
- Securing and negotiating Pitbull's private VIP performance at grand opening of the Brickell, Miami SAKS 5TH Avenue.
- Managing the marketing and branding of iconic NYC buildings, including the CHANEL retail condo at 139 Spring Street.

I am positioned to make a swift and meaningful contribution to the strategic marketing and communications initiatives of a dynamic and disruptive organization. If you would like to connect, please reach me at stephanie.roberts7004@gmail.com.

BRANDS WORKED WITH

C.A.K. Entertainment Coach Macy's Martha Stewart Living Omnimedia

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Experience

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The WIE Suite | Jan 2020 - Now



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VP, Brand Development

C.A.K. Entertainment | Jan 2012 - Dec 2019

Managed deal flow, ensured adherence to agreed-upon terms for clients, and maintained Charles Koppelman's public appearances and relationships with media [WSJ, CNBC, and others] as global business lead for \$200M global portfolio of celebrity influencers and mass and luxury retail businesses. Drove revenue resulting from client engagements. Worked with clients to mitigate reputational risks, provide clear and consistent messaging, and navigate media and other stakeholders. Developed crisis communications plans, and managed social media and online channels. Doubled portfolio revenue in 3 years.

- **Chief of Staff, Office of the Chairman**

Martha Stewart Living Omnimedia | Oct 2005 - Feb 2012

Served as thought partner to chairman in developing and implementing long-term strategic plans and liaising with key stakeholders to coordinate and facilitate communication and cohesion with corporate divisions. Advised on organization's operations and goals, identified challenges, and developed solutions to support positive change. Oversaw internal marketing, promotions, and communications to fuel launch of licensing efforts with Macy's, Home Depot, PetSmart, Crain Communications, and others. Managed board meetings, quarterly earnings calls, and annual shareholder meetings.

- **Advertising Sales - Beauty, Fashion and Luxury**

Martha Stewart Living Omnimedia | Jul 2004 - Oct 2005

Oversaw RFP's and insertion orders as direct point of contact for beauty, fashion, and luxury advertisers including CHANEL, Lancome, Estee Lauder, Cartier, Vera Wang and others.



- **Event Operations**

Macy's | Dec 2003 - Jul 2004

4th of July Fireworks Spectacular, Thanksgiving Day Parade, Macy's Annual Flower Show



- **Assistant Manager**

Coach | Aug 2002 - Dec 2003