

PAIGE CREO

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EXPERIENCE

BOLD BRAIN VENTURES, Pittsburgh, PA

Vice President of Strategy & Marketing

Dec. 2017 – Present

- Direct the strategy, marketing, and brand management for a global investment fund that focuses on artificial intelligence solutions in healthcare, primarily in radiology.
- Collaborated with the fund's co-founders and managing partners to take their idea for the company from concept to execution and launch the company in under one year.
- Secured a booth space in a showcase as a first-time exhibitor at a conference with more than 50,000 attendees. Managed the marketing and PR campaigns surrounding the launch of the company and the conference, which resulted in several press pieces in relevant publications and capturing hundreds of leads, several of which have been converted into investors.

PAIGE CREO MARKETING, Pittsburgh, PA

Marketing Consultant & Owner

Jan. 2013 – Present

- Consult and coordinate services in marketing, branding, strategy, and business development for a variety of clients in industries such as health and wellness, food and beverage, technology, healthcare, finance, law, real estate, and the arts.
- Build brands, devise and direct strategic plans, generate and manage leads, organize events, develop websites, manage social media platforms, and connect clients with consumers, customers, and partners to increase revenues and brand awareness.
- Write, edit, and manage content for articles, press releases, e-newsletters, direct mail campaigns, advertisements, websites, social media platforms, blogs, publications, presentations, internal and external communications, and promotional materials.
- Regularly achieve 500+ unique pageviews on average per piece written for Made in PGH (client).

AINSWORTH PET NUTRITION, Pittsburgh, PA

Marketing Intern (MBA), Brand Management, Rachael Ray Nutrish

May 2016 – Feb. 2017

- Assisted in managing one of the fastest-growing national brands in pet food and the CPG industry, with a marketing budget of \$86M and sales revenues of \$500M+. Multi-category work with a focus on Dry Dog Food, the brand's largest segment.
- Managed a variety of ongoing projects in brand strategy, shopper marketing, innovation, competitive intelligence, consumer insights, product development, business and sales analytics, social media monitoring, and web feature development.
- Spearheaded an analysis of a new consumer target group utilizing Nielsen data. Included a full strategic analysis of key buying behaviors, media habits, and how the brand's core values could align with this demographic.
- Coordinated the project, led cross-departmental collaboration, and created content for a new online Ingredient Glossary.
- Facilitated the creative process between the Rachael Ray Nutrish brand, the Promotions team, and a marketing agency to develop an FSI, which covered all segments of the business and had a circulation of 45M.

MUSICMAKER, Dublin, IRL

Marketing Manager

July 2011 – Sept. 2012

- Directed the marketing, sales, and graphic/web design teams (15+ employees) of a prominent musical instrument retailer in all marketing initiatives, including brand management, product marketing, budget management, customer analytics and relations, event management, public relations, advertising, and online and social media management.
- Liaised with manufacturers to plan effective retail merchandising and marketing strategies, launch an e-commerce business, and increase sales and awareness for several major instrument brands, including Yamaha, Fender, and Vater Percussion.
- Managed the marketing campaign for one of the most successful Annual Sale Events in Musicmaker company history, which resulted in a 116% increase in sales revenue and 80% increase in event attendance from 2011 to 2012.
- Partnered directly with multinational corporations in Ireland, such as Facebook's EMEA Headquarters and Hard Rock Cafe, to co-create exclusive campaigns, sponsorship opportunities, and events.

Marketing Assistant & Web Manager

Dec. 2010 – July 2011

- Assisted the Marketing Executive and worked with a team of developers on the creation of new websites and online channels.

EDUCATION

UNIVERSITY OF PITTSBURGH, Joseph M. Katz Graduate School of Business, Pittsburgh, PA

Master of Business Administration, Honors, Marketing and Strategy

Aug. 2015 – May 2017

- Certificates: Technology, Innovation, & Entrepreneurship; Organizational Leadership
- Consulting Projects & Clients: Giant Eagle, Big Heart Pet Brands, Folia Water, Aurochs Brewing, Anytime Fitness
- Awards: 1st place, 2017 BNY Mellon Brand Marketing Case Competition; 3rd place, 2016 McKinsey Cup Competition

WASHINGTON UNIVERSITY IN ST. LOUIS, College of Arts & Sciences, St. Louis, MO

Bachelor of Arts, Honors

Aug. 2005 – May 2009

- Major: International & Area Studies; Minors: English Literature and Anthropology

ADDITIONAL INFORMATION

- Volunteer, Community, & Leadership Roles:
 - Board Member & Social Media Advisor, Pittsburgh Young Professionals (2017-Present)
 - Volunteer, Pittsburgh Parks Conservancy (2013-Present)
 - Member, Marketing Club & Entrepreneurship Club, Katz Graduate School of Business (2015-2017)
 - Executive Board Member, Skibo Society, an affiliate board of the Carnegie Museum of Art (2013-2016)
 - Member, Membership Committee, Professional Services Marketing Association of Western PA (2013-2015)
- Technology: Microsoft Office, Nielsen Spectra & Nitro, Web Development, E-Commerce & Social Media Management, Email Marketing, SEO/SEM, CRM, Google Ads & Analytics, Hootsuite, HubSpot, Bazaarvoice, Adobe Photoshop
- Internships: PR Intern for Iris Worldwide & Press Assistant Intern for Proud Galleries in London, UK (Spring 2010)
- U.S. citizen with dual nationality: Eligible to live and work in the U.S. and any EU country without visa restrictions

To schedule a meeting or phone call, please email me at paige.creo@gmail.com and we can arrange a time at your earliest convenience.