

BRI SEARS

Marketing Strategist | Brand Storytelling | Digital Marketing Leadership

brisears.com • New Albany, OH • 508-360-4935 • bri.sears2494@gmail.com • linkedin.com/in/bri-sears

PROFESSIONAL SUMMARY

Marketing Strategist with 7+ years of experience serving as the strategic voice behind brand positioning, executive communications, and B2B storytelling that drive business development and audience growth. Adept at distilling complex concepts into clear, audience-first narratives across digital, social, and print.

CORE COMPETENCIES

Brand Management, B2B Content Strategy & Development, Digital & Social Media Marketing, Investor & B2B Communications, GenAI & AI Powered Solutions, Process Improvement & Workflow Optimization, Analytics & Reporting, Cross-Functional Collaboration

MARKETING TECHNOLOGY

Adobe InDesign, Illustrator, Photoshop, Lightroom | Canva | Figma | ChatGPT, Claude, Perplexity, Cursor | GA4 | Umbraco | Squarespace | SharePoint

PROFESSIONAL EXPERIENCE

Senior Marketing Associate - Acting Marketing Lead

White Oak Partners | Jul 2023 - Present

- Sole marketing lead responsible for firm-wide strategy, communications, and digital presence supporting the firm's growth from \$1.9B to \$4.3B GAV.
- Lead external marketing communications for investor and business development initiatives, contributing to growth from 2 to 6 institutional investor relationships.
- Own marketing strategy across print, digital, web and social channels aligned to leadership priorities.
- Translate high-level direction into structured execution through workflows, timelines and deliverables.
- Advise leadership on digital execution strategy, platforms, formats, and sequencing.
- Convert executive concepts into investor-ready storytelling and presentation decks.
- Analyze performance metrics to optimize effectiveness and ensure brand consistency.
- Leverage GenAI and AI-powered marketing tools to increase content efficiency and campaign effectiveness.
- Develop performance dashboards to audit and manage third-party marketing managers establishing KPIs and analyzing metrics.

Marketing Associate

White Oak Partners | Nov 2020 - Jul 2023

- Drove LinkedIn content strategy that grew firm following 300% (1.5K → 6K) through consistent publishing aligned to investor relations and brand awareness objectives.
- Developed and executed B2B marketing initiatives across digital, social, and print channels to reinforce brand positioning and support business objectives.
- Produced investor-facing presentations, digital assets, and executive communications that supported capital raising and business development efforts.
- Managed content calendars, project timelines, and cross-functional deliverables to ensure consistent and on-brand execution.
- Collaborated with leadership to align messaging strategies across external communications.

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Administrative & Marketing Assistant

White Oak Partners | Jun 2018 - Nov 2020

- Provided operational and project support across marketing, leadership, and office management functions.
- Contributed to marketing team execution including preparation of presentations, branded communications, and internal and external materials.
- Coordinated vendor relationships and supported execution of company events, fundraisers, and internal initiatives.
- Supported multiple teams simultaneously, tracking deadlines, priorities, and deliverables to ensure timely completion.

Executive Assistant

Reliant Capital Solutions | Aug 2017 - Jun 2018

- Supported CEO and senior leadership with executive communications, scheduling, travel coordination, operational priorities, and confidential correspondence.
- Managed vendor relationships, contracts, and procurement processes.
- Contributed to marketing initiatives, including promotional materials and sales support assets.
- Trained and onboarded new administrative staff.

Previous Roles: *Administrative Assistant, Reliant Capital Solutions, Oct 2016 - Aug 2017 | Receptionist, Quarryside Animal Hospital, Oct 2015 - Aug 2016*

EDUCATION & CERTIFICATIONS

Associate of Science - Photography (Cum Laude) | *Onondaga Community College, Syracuse, NY – 2014*
Certificates - Adobe Illustrator & Adobe InDesign | *Columbus State Community College - 2019 & 2020*
Leadership Training (6 weeks) - Caliper Assessment | *Communication, decision-making & project management - 2023*