



ELISABETH ANNE BONIFACE

EDUCATION

FORDHAM UNIVERSITY LINCOLN CENTER
HONORS PROGRAM
BA COMPARATIVE LITERATURE

SKILLS

Business

Brand Partnerships, Digital Marketing, Search Engine Optimization (SEO), Competitive Research & Analysis, Keyword Research, Account Management, Business Operations, Copywriting

Creative

Events Coordination, Basic Photoshop and Lightroom, Canva, Marketing Calendars

Digital

Klaviyo, Omnisend, Flodesk, Shopify, Squarespace, Trello, Slack, Google Workspace, Google Search Console, Google Trends, Google Ads

Social Media

Hootsuite, Buffer, Planoly, Instagram for Business, Facebook Business Manager, Tiktok

CONTACT

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ABOUT ME

In a short amount of time, I've built a strong and diverse portfolio in brand partnership, digital marketing, event planning, public relations, and operations. These skills have allowed me to easily transition between industries, from fashion partnerships to retail and e-commerce strategy to my own consulting business. I am a flexible and initiative-focused employee with a passion for combining storytelling with actionable strategy and data-driven results.

EXPERIENCE

2019-PRESENT

ANNE COLETTE MANAGEMENT FOUNDER & EXECUTIVE ACCOUNT MANAGER

Boutique management service and education platform dedicated to empowering women in creative industries and female-centric brands through digital marketing.

- Partnership consulting and management for brand and influencer clients
- Competitive analysis, SEO audits and management, copywriting, and execution of 360 media calendars across social, email, web and PR initiatives
- Strong focus in email marketing to drive ROI (sales, follows, clicks) as well as analytics-based strategy to nurture and grow email lists
- Clients include CPG food and beverage brands, start-ups, bloggers, influencers and models, with a strong focus in Shopify

2019-
2020

COMMERCENEXT OPERATIONS MANAGER, MARKETING & EVENTS ASSOCIATE

Managed and executed timelines for events and digital marketing for a retail and e-commerce collective, including conference operations and speaker management.

- Managed and executed timelines for events around the country and digital marketing initiatives
- Owned social media channels, SEO strategy and copy writing, as well as supported email marketing campaigns with design and copy
- Executed multiple intimate and large-scale network events for high-profile speakers and executives in major US cities, in addition to CommerceNext 2019 and planning for CN 2020 (pre-pandemic)

2018-2019

CYNTHIA ROWLEY EVENTS & PARTNERSHIPS MANAGER

As a senior manager and one-person department, developed and maintained thoughtful partnerships with brands spanning beauty, fitness, lifestyle, and wellness.

- Brainstormed, strategized, and executed large-scale brand experiences as well as boutique activations in 13 store locations across the country.
- Thoughtfully incorporated brand partners and product placement into events and retail promotions to strategize customer and community engagement

2018

CYNTHIA ROWLEY PUBLIC RELATIONS ASSOCIATE

Assisted the PR Manager in daily press and celebrity operations

- Creating press recaps and pitch decks,
- Attending regular PR meetings to assist in strategizing influencer and celebrity loans to build press coverage and community engagement
- Assisted in various other departments, including e-commerce, sales, design and marketing.

2017

EMPRESS WORLD EDITOR-IN-CHIEF & DIRECTOR OF DIGITAL

2016

THE SMITHEE GROUP ACCOUNT MANAGER