

# BRETTA BURGGRAF

brettburggraf@gmail.com • 610-406-7225 • linkedin.com/in/brettburggraf • brettburggraf.com

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**COMPETENCIES:** Digital Marketing · Lifecycle Marketing · Customer Acquisition · Retention Marketing · B2B Marketing · B2C Marketing · SEM · MarTech · Campaign Strategy and Development · Loyalty Program Management · Partner Marketing · Cross-functional Leadership · A/B Testing · Inbound Marketing · Abode Creative Suite · Adobe Experience Manager · Adobe Analytics · Salesforce Marketing Cloud · Canva · Google Search Console · Google Analytics · Power BI · Mail Chimp · Microsoft Suite · Emplifi · Meta Ads Manager · Eloqua · Hotjar · Qualtrics

## EDUCATION

### SAINT JOSEPH'S UNIVERSITY

PHILADELPHIA, PA

May 2024

May 2014

- Master of Business Administration | Marketing & Leadership certificates
- Bachelor of Science in Business Administration | Food Marketing major | Business Intelligence minor

## RELEVANT EXPERIENCE

### ARAMARK

PHILADELPHIA, PA

#### Director, Digital Marketing

Oct 2023 – Current

*Leading the end-to-end RFP process for selecting and onboarding a new B2B Marketing Agency, including stakeholder alignment, vendor evaluation, and contract negotiations resulting in enterprise cost savings of almost \$500K and LOB co-branded go-to-market strategies.*

- Spearhead the development and execution of integrated marketing strategies, aligning creative messaging and brand identity across B2C and B2B channels to drive awareness and program adoption.
- Own the growth strategy, scale planning, and promotional strategy for Aramark's loyalty programs across the higher education and business dining lines of business.
- Collaborate with vendor marketing teams to generate innovative partner marketing sponsorship ideas and content strategies; a January 2024 campaign resulted in a 22% product lift during the promotional timeframe

#### Manager, Digital Marketing

Sept 2020 – Oct 2023

*Owned the development and daily management of Collegiate Hospitality customer loyalty programs, overseeing strategy, promotional calendar, and performance optimization to drive member acquisition, engagement, and lifetime value earning an increase in voluntary meal plan renewals semester over semester.*

- Designed and led data-driven marketing and promotional campaigns via email, SMS, push messages, and social media, consistently delivering measurable consumer engagement increases; leveraged A/B tests, audience segmentation, and dynamic content to hit KPIs
- Onboard new loyalty technology platform and work cross-functionally with IT partners to ensure daily data feeds flow to and from all platforms.
- Supported edits to Aramark.com and 13 foreign country sites on Adobe Experience Manager and Sitecore.
- Managed the social media content calendar and strategy for three independent lines of business, ensuring each strategy reflected the unique goals and audience of that business; increased Student Nutrition account engagement by 30% by implementing platform strategies, training field marketers on social media enablement tool, and creating best practices when for taking local imagery

#### Manager, Marketing Communications

Nov 2019 – Sept 2020

- Direct the creation of high-impact visual assets to support brand campaigns, LTO menu offerings, and program launches.
- Managed the promotional strategy across various brand concepts: LTOs, National Days, Theme Events, and Restaurant Rotations and enabled the field to execute on-campus promotions.
- Worked cross-functionally to develop, print, and kit quarterly marketing communications kits for Higher Ed field marketing execution.

### PNC BANK

PHILADELPHIA, PA

#### Marketing Lead – B2B Banking, Agile Marketing Crew

July 2018 – Nov 2019

- Develop and execute multi-channel direct marketing campaigns via email, print, ATM, and branch locations to support the Business Banking line of business, driving annual production and financial goal attainment through targeted customer engagement strategies.
- Lead end-to-end management of direct marketing campaigns, including goal setting, channel strategy, creative brief development, budget, timeline, creative asset direction, deployment, and performance analysis, driving measurable ROI and business growth.

### PPG INDUSTRIES

PITTSBURGH, PA

#### Marketing Analyst, Consumer & Market Insights

Oct 2016 – Nov 2017

- Conducted all primary qualitative and quantitative research for Glidden, PPG, Liquid Nails, and Homax brands to drive strategic business decisions through end-user insights.
- Performed business mix modeling to evaluate ROI on all marketing and sales tactics and presented detailed action plans to brand teams to increase ROI.