

# ADRIENNE BYRNE

BRAND STRATEGY & GROWTH LEADERSHIP

ADRIENNEBYRNE.ME

61 ROMER AVENUE

PLEASANTVILLE, NY 10570

646 456 4644

ADRIENNEBYRNE@GMAIL.COM

**Internal thought-leader. External powerhouse. Consensus builder. Strategic analyst. Passionate mentor.**

With 20 years of experience in the luxury industry, I have honed my skills with some of the best-known brands in real estate and design. I am not afraid of a big idea, but not bored with the small ones either.

## EXPERIENCE

### DOUGLAS ELLIMAN (DEVELOPMENT MARKETING) | NEW YORK, NY

SENIOR VICE PRESIDENT, DECEMBER 2021 - PRESENT

SENIOR VICE PRESIDENT OF MARKETING, 2016 - 2020

VICE PRESIDENT OF MARKETING, 2014 - 2016

SENIOR MARKETING DIRECTOR, 2014

**Known as a trusted leader with a successful history of turning around faltering projects, I'm currently overseeing marketing & sales strategy for two of the largest properties in our portfolio, totaling \$2B+**

- Direction of all branding and full-funnel marketing efforts for condominium properties representing a cumulative \$13 billion, from initial brand identity and positioning to sales and marketing execution
- The Brooklyn Tower: complete sales & marketing strategy for Brooklyn's tallest building, including management of eight-person team; during my oversight, sales velocity has nearly doubled with average prices up by \$500K
- 53W53: after a successful collaboration on two other sites, I was requested by the client to oversee marketing for this \$1.5B high-design building, which has seen \$170M+ in sales since I joined in December 2021
- 111 Murray Street: Marketing strategy for \$1B Tribeca condominium that reached 50% sold within six months, including budget management, a multimillion dollar sales gallery, model residences, media, publicity and events
- Creative development, particularly brand strategy, visual identity, video and digital marketing and interactive
- Recommendation, selection and oversight of all outside agencies, including creative, renderings/visuals, media buying, social media, internet search marketing, digital/interactive and public relations
- Business development, leading new business pitch presentations and nurturing new client relationships
- Marketing leadership for nationwide team: policies, procedures, budget recommendations and team-building
- Modernization of division-wide nationwide email marketing platform, including platform selection, quarterly reporting, and establishment of monthly branded newsletter
- Direct reports: Two Marketing Directors, Two Marketing Associates

### BYRNE ADVISORY | NEW YORK, NY

PRINCIPAL, 4/2020 - 12/2021

**Single-handedly led the rebrand of a boutique real estate brokerage and overseeing full-funnel marketing for a notable brokerage team, among other projects, within my own consultancy**

- Brand strategy and repositioning, with a particular eye toward changing consumer and industry dynamics
- Comprehensive brand management including ongoing marketing and social media oversight

## **RELATED COMPANIES | NEW YORK, NY**

DIRECTOR OF MARKETING, 2013 - 2014

SENIOR MARKETING ASSOCIATE, 2011 - 2013

**Swiftly went from real estate novice to senior marketing lead for an NYC condominium portfolio including Hudson Yards, One Madison and The Clarendon (Boston), as well as nationwide oversight**

- Development of branding and marketing strategy, including demographic analysis, agency RFP and selection, all digital, print and interactive collateral and media management
- Oversaw launch of One Madison including a dedicated triplex penthouse marketing effort, which resulted in a landmark \$57 million sale
- Daily marketing operations for active in-sales portfolio
- Project management of website redesign, a nearly \$400,000 project, including steering three outside firms
- Spearheaded internal and external sales and marketing presentations
- Internal communications with California and Midwest offices to unify teams, create consistent brand messaging and maximize vendor relationships
- Direct report: One Marketing Associate

## **ARCHITECTURAL DIGEST | NEW YORK, NY | 2006 - 2011**

PROMOTION DIRECTOR: 2009 – 2011

SENIOR PROMOTION MANAGER: 2008 – 2009

PROMOTION MANAGER: 2006 – 2008

**Trusted with the most profitable advertisers and high visibility events, creating marketing partnerships that drove significant revenue, including complex events and programs with notable AD100 designers**

- Oversight of integrated merchandising for key lifestyle categories (automotive, jewelry/watch, beauty/fashion and entertainment) from conception to execution of customized programs and in-magazine copywriting
- Complete management of branded partnerships and program development, i.e., AD Greenrooms at the Oscars
- Created and aided in pitch of integrated marketing program for Maserati that resulted in a record \$1M ad spend
- Execution of high-value events for David Yurman, Lancome, Land Rover, Patek Philippe, Van Cleef & Arpels, etc.
- Architectural Digest Marketer of the Year (2009)

## **KIPS BAY BOYS & GIRLS CLUB | NEW YORK, NY | 2003 - 2006**

MANAGER, MARKETING & SPECIAL EVENTS

- Events included Kips Bay Decorator Show House, auctions and house tours with leading interior designers

## **EDUCATION**

### **UNIVERSITY OF PITTSBURGH | BACHELOR OF ARTS | 2001**

Dual Major: Communications, English Writing

## **A FEW OF MY FAVORITE THINGS ;)**

Analytics & Goal Setting, Brand Positioning, Brand Creation, Brand Strategy, Budget Management, Business Development, Client Management, Copywriting, CRM Management, Digital Media, Email Marketing, Event Strategy, Integrated Marketing Programs, Experiential Design, Interior Design Integration, Internal Communications, Media Planning, Partnership Activation, Photography Art Direction, Pitch Presentations, Pricing Strategy, Printed Collateral, Publicity Strategy, Sales Strategy, Social Media, Team Building & Mentoring, and Video Production