

Britt Nevetsky

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Innovative Marketer, Idea Architect, and Relationship Builder with a Creative Soul and a Passion for Building Meaningful Connections Between Brands and People.

Marketing leader with a track record of delivering breakthrough brand experiences, leading cross-functional teams and producing impactful creative. Skilled in executing multi-channel campaigns and adapting strategies to activate brands and build meaningful customer engagement. Collaborative and solutions-driven, with a leadership approach that empowers teams, fosters creativity, and moves work forward.

Key Qualifications

Integrated Marketing & Brand Strategy | Campaign & Project Management | GTM Planning for Product Launches
Shopper & Channel Marketing | AI-Driven Marketing Efficiency | Insight Development & Thought Leadership
Creative Direction & Production | Content & Asset Implementation | Messaging & Narrative Creation | Customer
Journey Mapping | Data-Driven Storytelling | Agency & Partner Relations | Cross-Functional Collaboration

Career Accomplishments

- Championed marketing upskilling initiatives with internal and external experts, including AI-focused training that improved workflow efficiency by 30% and demonstrated how AI-generated content elevated engagement and performance.
- Launched the San Diego Festival of Books, tripled attendance over three years, and secured the event's top sponsor through strategic partnerships and marketing leadership.
- Defined and implemented Wendy's communication guardrails, design architecture, and brand style guide, strengthening cohesive brand storytelling across consumer touchpoints.

Professional Experience

Marketing Consulting, Oceanside, CA

May 2025 – Present

Self-employed

Provide strategic and creative leadership across integrated marketing projects, delivering cohesive programs from brand positioning through campaign execution that inspire engagement and results.

- Develop breakthrough creative concepts and brand experiences through compelling storytelling that connects with audiences and drives action.
- Collaborate with cross-functional teams and agency partners to produce high-impact marketing assets, manage campaign execution, and drive results across multiple channels and touchpoints.

HP, Inc., San Diego, CA

October 2019 – January 2025

Senior Program Manager Marketing L&D, Global Product Launch Manager, Global Education Marketing Lead

Managed global marketing initiatives, developed compelling product narratives and drove strategic efforts.

- Collaborated with key stakeholders to deliver product launch narratives through experiential videos, event activations, and sales enablement materials that reinforced HP's commitment to innovation and drove press visibility, sales momentum, and brand growth.
- Managed agencies in creating lifestyle videos, photography, and global marketing assets, then developed internal playbooks to align markets on campaign activation and usage.

- Developed creative concepts and copy for marketing assets, including short-form videos that brought HP's innovation and brand storytelling to life.
- Drove cross-functional efforts to communicate HP's sustainability goals and developed a community activation plan expanding digital equity and computer access for students worldwide.

The San Diego Union-Tribune, San Diego, CA

August 2010 – October 2019

Director of Marketing, Events and Strategic Partnerships, Content Planning Director

Marketing liaison for executive leadership and between all company divisions, including sales, news, and circulation, driving brand initiatives, increased subscriptions and overall business growth.

- Partnered with the sales department to develop strategic, revenue-generating programs for clients that leveraged the newspaper print, digital and event assets.
- Launched a branded content studio that generated new revenue streams and significantly enhanced client engagement.
- Managed Union-Tribune, B2C and B2B marketing campaigns, including digital, print, and broadcast.
- Successfully developed innovative concepts, crafted compelling copy, and provided strategic direction that enhanced the effectiveness of creative executions.
- Led sponsorship partnerships and managed paid and trade media for San Diego Union-Tribune events.

Saatchi & Saatchi X (Shopper Marketing Agency), New York, NY

April 2007 – July 2009

Account Director

Client: Wendy's Restaurant

Managed shopper marketing strategy, in-store communications and product ideas and innovations.

- Worked with clients and the creative team on new menu ideas, product naming, packaging, point-of-sale and enhanced food photography.
- Conducted qualitative research in the form of customer shop-alongs and observations of best-in-class retailers, identifying barriers to purchase and enhancing Wendy's customer journey.
- Doubled the shopper marketing retainer with Wendy's by strengthening client partnerships and winning new initiatives including breakfast daypart, and Hispanic marketing initiatives.
- Co-managed a team of approximately twenty professionals alongside the creative director, ensuring effective collaboration, strategy alignment and project success.

Additional Experience

The Concept Studio, Westport, CT

Account Director

Clients: AT&T, AOL, EA & SONY Games

Ryan Partnership, Wilton, CT

Program Manager

Client: Subway

TracyLocke, Wilton, CT

Account Supervisor & Sr. Account Executive

Clients: Pepsi-Cola, Subway, Yum!, Unilever, Lipton

Mad Dogs & Englishmen, New York, NY

Account Director

Clients: Atkins Nutritionals, HBO, Diageo

Education, Certificates & Career Highlights

- Bachelor of Arts, Advertising (Marketing Minor), Marshall University
- Data-Driven Strategic Thinking Certificate from Springboard
- IAB Digital Media Sales Certified
- Copywriting at The School of Visual Arts
- Former Board Member San Diego Chamber of Commerce, Ad Club and American Marketing Association
- Prior mentor for the SDSU Aztec Business Mentee Program