Lauren O’Brien

BRAND STRATEGY / INTEGRATED MARKETING / COMMERCIAL GROWTH

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PROFESSIONAL SUMMARY

I build brands people want to be part of.

With 11+ years of experience across agency and in-house marketing, I connect consumer insights, creative thinking, and business opportunities to build brands and drive growth. My strength is seeing the bigger picture, bringing the right people together, and turning strategy into action. From repositioning brands and launching products to developing new revenue streams, leading teams, and managing multimillion-dollar media investments, I understand how to connect marketing with business results.

CORE COMPETENCIES

Brand Strategy & Positioning · Integrated Marketing Strategy · Go-to-Market Strategy & Innovation · Consumer Insights & Customer Journey · Customer Experience & Engagement · Channel & DTC Marketing · Business Development & Sales Enablement · Cross-Functional Leadership · Budget Management & Performance Analytics

PROFESSIONAL EXPERIENCE

John Anthony Wine & Spirits

Sep 2025 – Jul 2026

Associate Brand Manager – Innovation

- Owned brand strategy and annual planning for Serial Wines, translating consumer insights and commercial priorities into an integrated marketing plan across retail, wholesale, and direct-to-consumer channels.
- Repositioned Serial Wines to connect with younger consumers, refining brand storytelling, introducing more accessible pricing and a simplified wine club offering, and creating a more cohesive experience across digital, retail, and experiential touchpoints.
- Led go-to-market planning and commercialization initiatives, collaborating with Sales, Winemaking, Creative, and Operations to align product positioning, channel strategy, and execution.
- Managed the brand marketing budget, distributor programs, and executive performance reporting while driving integrated initiatives that contributed to increased product sales across DTC and distribution, tasting room traffic, event participation, and social engagement.

Bigsby’s Folly Winery & Restaurant

Jan 2024 – Sep 2024

Marketing & Sales Manager

- Identified and developed new revenue opportunities, building a corporate events and gifting program from the ground up that secured new accounts, generated bookings, and expanded the business beyond traditional tasting room sales.
- Led brand repositioning and local marketing efforts, creating community partnerships, experiential events, and influencer programs to reach new audiences and increase tasting room traffic.
- Reimagined the wine club experience through simplified membership offerings, personalized benefits, and targeted acquisition initiatives, contributing to improved membership conversion, stronger retention, and recurring revenue opportunities.

Downtown Denver Partnership

Dec 2022 – Dec 2023

Senior Manager, Marketing & Communications

- Led integrated marketing and communications strategy for high-profile downtown initiatives, partnering with executive leadership, community organizations, and business stakeholders to align priorities, strengthen brand positioning, and drive engagement.
- Reorganized marketing operations and led a two-person team, establishing centralized workflows, clearer priorities, and project accountability to improve on-time delivery, streamline execution, and strengthen cross-functional collaboration.
- Helped shape Downtown Denver's narrative through the MyDenver campaign, developing a cohesive brand story that connected audiences with the city's businesses, experiences, and community.

Flynn Wright

Aug 2021 – Nov 2022

Senior Account Executive

- Led integrated marketing strategy for 11 client accounts, overseeing $2M+ in annual media investment across digital, out-of-home, connected TV, and print.
- Contributed to new business wins through strategic planning, RFP development, and client presentations, helping expand the agency's portfolio.
- Directed cross-functional creative, media, and digital teams from strategy through execution, balancing client objectives, budgets, timelines, and competing priorities.

Two Rivers Marketing

Jul 2017 – Jul 2021

Account Coordinator → Manager → Supervisor

- Earned two promotions in four years, progressing to lead one of the agency's largest and most complex client relationships and integrated marketing programs.
- Unified marketing strategy and customer journeys across eight Miller Electric business divisions, connecting teams, messaging, and customer touchpoints from awareness through post-purchase engagement.
- Led cross-functional teams and client relationships, identifying new opportunities and developing integrated marketing strategies to support business objectives.
- Improved marketing efficiency by streamlining workflows, reducing duplicated efforts, and creating greater alignment across teams and business divisions.

Workiva

Jan 2015 – Jun 2017

Signature Events Intern → Marketing Event Specialist

- Progressed from intern to full-time specialist, planning and executing national conferences, workshops, and webinars from concept through execution.
- Developed event communications and coordinated cross-channel promotion through email, social, and partner marketing to drive participation and engagement.

EDUCATION & CERTIFICATIONS

Iowa State University · B.S., Marketing & Management

East China Normal University · International Business & Mandarin coursework

AMA Professional Certified Marketer (PCM®), Digital Marketing · WSET Level 2 Award in Wines

TECHNICAL SKILLS

CRM & Marketing Automation · Salesforce, HubSpot, Marketo, Mailchimp, Campaign Monitor
Analytics & Advertising · Google Analytics, Tableau, Google Ads, Meta Ads
Creative & Content · Adobe Creative Suite, Canva, WordPress, Wix
Project Management · Monday.com, Asana, Trello, Jira
Hospitality & DTC · Commerce7, WineDirect, RedChirp, Tock