


# ROXANNA DEMÉRS

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## NBCUNIVERSAL MEDIA - PEACOCK

### MARKETING SPECIALIST

FEB 2023 - MAR 2024

- Supported the execution of a comprehensive go-to-market strategy for advertising and partnership opportunities, alongside NBCU Digital and Peacock's innovative ad-product offerings
- Developed and delivered data-driven marketing insights and ad sales materials including custom-built sales presentations and interactive webpages to email and social campaigns
- Managed end-to-end planning to execute an event marketing strategy, collaborating with key stakeholders from ideation to post-project analysis, to deliver essential marketing activations and collateral for industry tentpoles and events in key national markets while ensuring adherence to strict timelines and budgets
- Operated cross-functionally to manage various projects and activations simultaneously, including progress and performance tracking, budget management, research compilation and insight delivery to inform quarterly and annual strategic planning to support the division's goals and initiatives

## NBCUNIVERSAL MEDIA - NBCU NEWS GROUP

### MARKETING COORDINATOR

JAN 2021 - FEB 2023

- Organized and executed upscale client-engagement experiences for high-profile events including the Macy's Thanksgiving Day Parade, the White House Correspondents' Dinner, TODAY Show Summer Concert Series, NBCU's Upfront, and various other live and virtual events to engage industry partners and clients, driving demand for advertising and sponsorship opportunities across linear and digital platforms
- Designed custom-built presentations, interactive webpages, sales videos, and marketing collateral, leveraging data-driven insights to support the go-to-market strategy Creative Partnerships division
- Managed the organization and regular updates of confidential digital assets, ensuring seamless access and utilization across teams, and enhancing the efficiency of NBCU News Group's trade marketing operations

## NATIONAL PUBLIC RADIO AFFILIATE - WFDD 88.5

### MARKETING ASSISTANT & ON-AIR TALENT

JAN 2019 - FEB 2020

- Achieved campaign success by developing art and copy and managing the scheduling, and monitoring KPIs for paid digital campaigns, weekly email newsletters, and web marketing campaigns, using Google Analytics and Google Ad Manager
- Enhanced visual appeal and engagement of website updates and email campaigns by leveraging Adobe Photoshop, Illustrator, and InDesign for graphic design
- Increased awareness of station-sponsored and community events by writing and recording tags for on-air radio broadcast announcements

## AMERICA'S MART - ATLANTA

### MERCHANDISING ASSISTANT & MODEL

SEASONAL MARKETS 2016 - 2019

Therapy with Lisa Adams Showroom:

- Drove engagement between market buyers and line representatives, facilitating line-sheet orders to support the sales and merchandising teams
  - Modeled apparel to showcase fit, style, and features and facilitate informed purchasing decisions
- Primavera Couture Showroom:
- Modeled apparel for prom and bridal collections, enhancing product visibility and buyer engagement

## WAKE FOREST UNIVERSITY

B.A. | Double Major Politics & International Affairs and Communication with an Integrated Media Strategies focus

Dean's List Honoree  
Member of Alpha Kappa Psi - Professional Business Fraternity

WAKE FOREST UNIVERSITY - SCHOOL OF BUSINESS SUMMER 2018

- Completed Undergraduate Management Summer Program with intensive training in business disciplines including Brand Development, Marketing Strategy, Business Law, Entrepreneurship, Accounting, and Finance

WAKE FOREST UNIVERSITY - SCHOOL OF LAW SUMMER 2017

- Summer Pre-Law Program for Undergraduates

Campaign Planning & Execution

Data Visualization & Storytelling (PowerPoint & Ceros)

Content Creation Design & Copy (PhotoShop & Illustrator)

Event Marketing Planning & Activation

Client-Facing Communication