

ROXANNA DEMÉRS



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MARKETING SPECIALIST

FEB 2023 - FEB 2024

NBCUNIVERSAL MEDIA - PEACOCK

- Spearheaded the implementation of a comprehensive marketing plan for Peacock, NBCU'S streaming platform, increasing brand engagement and partnerships to promote content priorities on Peacock alongside NBCU's innovative advertising products
- Developed and delivered dynamic custom-built presentations, interactive webpages, and brand collateral for Peacock advertising sales, contributing to growth in advertising revenue
- Led cross-functional collaboration efforts to plan and execute upscale client events and experiences—from ideation to post-event analysis—across key national markets
- Orchestrated end-to-end planning and execution of upscale client events and experiences across key markets, resulting in client satisfaction and retention
- Managed the organization and timely updates of confidential digital assets, ensuring seamless access and utilization across teams, contributing to efficient marketing operations and campaign execution

MARKETING COORDINATOR

JAN 2021 - FEB 2023

NBCUNIVERSAL MEDIA - NBCU NEWS GROUP

- Organized and executed upscale client hospitality experiences for the TODAY Show Summer Concert Series, the Macy's Thanksgiving Day Parade, the White House Correspondents' Dinner, NBCU's Upfront, and various live and virtual events for NBCU's advertising partners
- Developed and delivered ad sales materials and positioning collateral, including custom-built presentations, interactive webpages, sales videos, and brand creative assets for NBCU News Group throughout the pre-sell and post-sell process
- Oversaw the organization and regular updates of confidential digital assets, ensuring access and utilization across teams and enhancing marketing operations and campaign execution efficiency

MARKETING ASSISTANT & ON-AIR TALENT

JAN 2019 - FEB 2020

NATIONAL PUBLIC RADIO AFFILIATE - WFDD 88.5

- 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

MERCHANDISING ASSISTANT & MODEL

SEASONAL SHOWS 2016 - 2019

AMERICA'S MART - ATLANTA

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 Marketing focus

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

WAKE FOREST UNIVERSITY - SCHOOL OF BUSINESS SUMMMER 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 SUMMMER 2017

- Summer Pre-Law Program for Undergraduates
- Studied and practiced disciplines including: Legal Theory, Practice, and Communication and Debate & Legal Advocacy

Campaign Planning & Execution

Content Creation Art & Copy

Event Planning

Microsoft Suite

Adobe Suite: Illustrator PhotoShop Premiere

Content & Website Management