






# ROXANNA DEMÉRS

 New York, NY

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## NBCUNIVERSAL MEDIA - PEACOCK

### MARKETING SPECIALIST

FEB 2023 - MAR 2024

- Spearheaded the implementation of a comprehensive sales-marketing plan for Peacock, NBCU'S streaming platform, increasing brand engagement and partnerships to promote ad sales priorities across Peacock and NBCU Digital platforms, alongside NBCU's innovative advertising product suite
- Developed and delivered dynamic custom-built presentations, interactive webpages, sales videos, and marketing collateral for Peacock advertising sales, contributing to growth in advertising revenue
- Led cross-functional collaboration efforts to execute upscale marketing events and client experiences—from ideation to post-event analysis—across key national markets, resulting in client engagement 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

## NBCUNIVERSAL MEDIA - NBCU NEWS GROUP

### MARKETING COORDINATOR

JAN 2021 - FEB 2023

- Organized and executed upscale client-engagement experiences for the TODAY Show Summer Concert Series, Macy's Thanksgiving Day Parade, White House Correspondents' Dinner, NBCU's Upfront, and various other live and virtual presentations and events for advertising clients and industry partners
- Developed and delivered marketing materials including custom-built presentations, engaging videos, interactive webpages, and brand creative assets for NBCU News Group properties
- Oversaw the organization and regular updates of confidential digital assets, ensuring access and utilization across teams and enhancing efficiency of trade operations, supporting a best-in-class B2B marketing lifecycle

## NATIONAL PUBLIC RADIO AFFILIATE - WFDD 88.5

### MARKETING ASSISTANT & ON-AIR TALENT

JAN 2019 - FEB 2020

- Achieved success for fundraising campaigns by designing materials, optimizing scheduling, and monitoring KPIs
- Enhanced visual appeal of brand by producing engaging web and event marketing materials
- 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  
2016 - 2019

- Therapy with Lisa Adams Showroom:
- Drove engagement between market buyers and line representatives, facilitating support for sales and merchandising teams
  - Enhanced product visibility by modeling apparel for showroom events, client meetings, and social media
- Primavera Couture Showroom:
- Modeled apparel for prom and bridal collections, enhancing product visibility and buyer engagement

## WAKE FOREST UNIVERSITY - BACHELOR OF ARTS

Double Major | Politics & International Affairs and Communication (with an Integrated Media Strategy focus)

## WAKE FOREST UNIVERSITY - SCHOOL OF BUSINESS

Undergraduate Business Management Summer Program

## WAKE FOREST UNIVERSITY - SCHOOL OF LAW

Undergraduate Advanced Communication Law Summer Program

## AWARDS & ACHIEVMENTS

**Going the Extra Mile (GEM) Award**  
2022 | NBCUniversal Media LLC.

**#RESPECT Award**  
2022 | Trade Marketing, NBCUniversal Media LLC.

**Dean's List Honoree**  
2018-2020 | Wake Forest University

**Bronze Medalist, The Congressional Award**  
The Congressional Award Foundation

## SPECIFIC SKILLS

**Adobe Creative Suite**  
(PhotoShop, Illustrator, Premiere)

**Microsoft Office**  
(PowerPoint, Word, Excel)

**Event Planning & Execution**

**Digital Product Marketing**

**Content Creation Design & Copy**