



HIRING TEAM—

Let's be honest. My career has not followed a straight line, but every chapter has strengthened how I lead and clarified the work I do best.

Over the years, I've led brand, creative, marketing, and experiential initiatives across government, agency, and corporate environments—from supporting federal agencies through high-visibility communications and national events, to building brands and campaigns from the ground up through my own consultancy, to leading retail media initiatives and flagship experiences for one of the country's largest home improvement brands.

Throughout those experiences, the throughline has remained the same: creating clarity, aligning teams, and moving meaningful work forward. I bring a balanced approach that pairs creative leadership with operational discipline—shaping strategy, guiding narrative, and staying close enough to execution to ensure the work delivers in practice.

My experience spans product launches, national campaigns, executive communications, large-scale events, and integrated workstreams that require multiple teams, vendors, and stakeholders to move in sync. I am often at my best where complexity meets execution—bringing structure to moving parts, solving problems in real time, and ensuring ambitious ideas become strong, measurable outcomes.

I care deeply about storytelling and craft, but I am equally committed to accountability, precision, and results. I believe the best work is built through clear direction, strong collaboration, and leadership that understands both the vision and the details required to deliver it well.

If you are looking for a thoughtful leader who can build the strategy, lead the people, and execute the experience, I would welcome the opportunity to connect.

Best & Success,

Britney J. Canidate

Business, Brand & Marketing Professional

www.britneyjeanine.com



PROFESSIONAL SUMMARY —

Brand, creative, marketing, and experiential leader with nearly two decades of experience across agency, corporate, government, and mission-driven organizations. Expertise spans large-scale event strategy, brand activations, executive communications, content, and cross-functional delivery. Experienced in leading national events, product launches, retail media initiatives, and integrated campaigns from concept through execution—balancing creative vision with operational precision. Known for aligning teams, managing complexity, and delivering high-visibility experiences that drive business impact and lasting audience connection.

CORE COMPETENCIES —

- **Brand, Marketing, and Campaign Leadership**
Set brand, creative, and marketing direction across multi-channel campaigns for corporate, agency, and mission-driven organizations, aligning strategy, storytelling, audience needs, and business goals.
- **Experiential Marketing & Live Event Leadership**
Led national activations, flagship events, executive experiences, and integrated brand moments from strategy through onsite execution, managing vendors, stakeholders, production teams, and operational delivery at scale.
- **Strategic Communications**
Led communications and marketing strategy for government, retail, and nonprofit brands, establishing messaging frameworks, governance, and standards that scale across teams and channels.
- **Account Leadership, Delivery, and Business Development**
Owned senior client relationships and complex initiatives end to end, overseeing scope, priorities, timelines, resources, and delivery while identifying opportunities to grow accounts, expand partnerships, and support new business.
- **Team Leadership and Operations**
Built, led, and mentored cross-functional teams and partners, pairing creative direction with operational structure to drive accountability, collaboration, and consistent execution.

- **Digital, Content, and Channel Strategy**
Defined digital, content, and channel strategies across web, social, email, and campaigns, focusing on audience clarity, engagement, and performance.
- **Content Systems and Storytelling**
Developed scalable content systems that connect brand narrative, copy, creative execution, and channel strategy to support visibility, engagement, and long-term growth.

CORE SKILLS—

✓ Brand Strategy ✓ Experiential Marketing ✓ Integrated Campaign Development ✓ Creative Direction ✓ Strategic Communications ✓ Executive Communications ✓ Event & Activation Leadership ✓ Retail Media Marketing ✓ Content Strategy & Storytelling ✓ Go-to-Market Strategy ✓ Cross-Functional Team Leadership ✓ Account Management ✓ Client & Stakeholder Relations ✓ Project & Operations Management ✓ Vendor Management ✓ Sales Enablement ✓ Marketing Analytics & Performance ✓ Business Development ✓ Budget & Resource Management ✓ Team Leadership

PROFESSIONAL EXPERIENCE—

Group Account Director, Retail Media

Trade School | Atlanta, GA (Hybrid) | June 2025 – Present

- Lead account management and experiential execution for Orange Apron Media by The Home Depot, overseeing national activations, flagship events, and go-to-market initiatives across retail media, sales enablement, and brand storytelling.
- Serve as strategic lead for InFronts, Orange Apron Media by Home Depot's annual flagship event, directing end-to-end planning and execution across Experiential & Production, Creative & Digital, Marketing & PR, Content Development, Outreach, Internal & External Communications, and executive stakeholder management.
- Manage cross-functional teams across internal leadership, creative partners, production vendors, sales, product, and client stakeholders to ensure alignment, pacing, and seamless delivery across all workstreams.
- Oversee run of show development, executive presentations, speaker coordination, event communications, vendor management, volunteer operations, onsite logistics, and post-event reporting for a high-visibility national experience.
- Partner directly with executive leadership and the Chief of Staff to shape strategy, support decision-making, and translate complex business priorities into clear narratives, operational plans, and scalable event execution.

- Lead onsite execution and live-event problem solving, balancing brand experience, operational precision, and stakeholder expectations in fast-moving, high-visibility environments.

Content Marketing Manager

Rewiring America | Washington, D.C. (Remote) | December 2024 - May 2025

- Drive content strategy and execution across web, email, social media, and SMS to expand reach, engagement, and impact.
- Lead cross-functional collaboration to integrate marketing, creative, and product efforts, ensuring consistent messaging and execution.
- Developed the Comprehensive Content Strategy Framework, guiding content creation, messaging, and distribution across the organization.
- Conceptualized and led content for major campaigns, including Lazy Legends, Rewiring America's first fully integrated creative campaign, overseeing social media and creative direction to enhance brand visibility.
- Served as a strategic lead for the NBA All-Star Crossover Activation, ensuring seamless coordination across marketing, social, and email teams while developing an engagement funnel for future activations.
- Spearheaded content distribution experiments, testing innovative ways to expand audience reach and maximize engagement.
- Advocated for persona development and audience segmentation, pushing for deeper alignment across the organization's messaging strategies.
- Introduced the Sync Checklist, a tool designed to improve cross-team collaboration for campaigns, events, and major initiatives.
- Pitched creative and strategic campaign ideas, including #DontBeThatGuy and So Fresh and So Green Green, aligning messaging with audience engagement goals.
- Leading the development of a marketing dashboard to track team projects, approvals, and content performance.

CEO & Founder | Creative Director & Brand Strategist

Britney Jeanine & Company | Atlanta, GA | August 2014 - December 2024

- Founded and scaled a creative consultancy that evolved over time to meet market needs, beginning in event planning and photography and expanding into brand strategy, creative direction, and business advisory services.
- Built a reputation as a trusted partner for founders and small to mid-sized businesses, known for developing standout brands from the ground up and leading successful rebrands and growth initiatives.
- Led brand strategy, creative direction, messaging, and visual identity development, aligning business goals with clear positioning, compelling copy, and cohesive creative execution.

- Directed end-to-end creative development across web, photography, videography, and campaign assets, ensuring consistency across strategy, storytelling, and design.
- Developed go-to-market strategies, business plans, and launch frameworks that supported client growth, differentiation, and long-term scalability.
- Served as a strategic advisor to entrepreneurs and leadership teams, helping translate vision into executable plans while balancing creativity with operational clarity.
- Built and led cross-functional teams and collaborators including designers, writers, developers, photographers, and videographers, establishing workflows that improved efficiency, collaboration, and quality of output.
- Co-founded Iconiq Lab, a strategy-led creative agency focused on helping visionaries become effortless market leaders through brand strategy, identity development, and integrated creative systems.

Senior Account Manager

CCH Marketing | Orlando, FL | September 2017 - October 2018

- Led integrated marketing programs across digital, social, and community-based channels for healthcare clients including Orlando Health and MetroHealth.
- Served as the senior point of contact for high-visibility campaigns and live events, overseeing logistics, media relations, and live coverage to strengthen brand presence and community engagement.
- Directed content development and social media strategy focused on patient education, awareness, and community connection.
- Partnered with internal creative teams and client stakeholders to plan and execute campaigns that expanded local visibility and strengthened trust with key audiences.
- Managed timelines, approvals, and deliverables across multiple workstreams to ensure consistent execution and accountability.

Senior Communications Associate - Multiple Government Contracts

Washington, DC | March 2009 – July 2013

- Served as embedded communications lead supporting the U.S. Department of Defense, including the Joint Program Executive Office for Chemical, Biological, Radiological, and Nuclear Defense (JPEO-CBRND), Joint Force Headquarters–National Capital Region, TRICARE Management Activity, and Office of the Secretary of Defense.
- Partnered closely with senior government and military stakeholders to develop and execute strategic communications that strengthened public engagement, internal alignment, and mission clarity.
- Led the consolidation of communications functions across multiple departments, creating unified messaging, streamlined workflows, and improved coordination across channels.

- Developed and implemented communications plans, executive briefings, web content, and internal tools aligned with Department of Defense priorities and compliance requirements.
- Supported the redesign of public-facing digital properties, ensuring content was clear, accurate, accessible, and audience-focused while meeting federal standards.
- Managed strategic communications for high-visibility national and ceremonial events, including the Presidential Inauguration, state funerals, and military ceremonies, coordinating across interagency teams and public affairs offices.
- Provided communications support for public health, inclusion, and culture-focused initiatives, contributing to campaigns promoting wellness, accessibility, and equity across the military community.
- Functioned as an extension of internal teams, balancing daily communications needs with long-term initiatives in fast-paced, high-stakes environments where precision, trust, and timing were critical.

EDUCATION—

- **Master of Professional Studies in Public Relations & Corporate Communications**
Georgetown University, 2009
- **Bachelor of Science in Business Finance & Marketing**
Florida State University, 2007

AWARDS & QUALIFICATIONS—

- Secret Security Clearance
- 2022 "She Bossed Up" Award Recipient
- Media Relations Contributor for the Presidential Inauguration of President Obama
- Recognized by Secretary of the Army, John M. McHugh
- Speaker at 50+ industry conferences on strategy, branding, and marketing
- Over 17 years of expertise with Wix, leading training for users and designers
- 10+ years in online education focused on business and brand development