

TARYN OLSTEIN

AN EXPERIENCED, ACCOMPLISHED BRANDING, MARKETING EXECUTIVE

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EXECUTIVE SUMMARY

An experienced, driven, and accomplished **Branding and Marketing Executive and Leader**, with a wealth of experience while working for leading, high-profile companies. Possesses extensive branding and marketing leadership experience, has planned and executed large-scale programs and campaigns, and sees all products to their optimal potential in competitive, ever-changing market conditions.

SUMMARY OF QUALIFICATIONS

- More than fifteen years of strong experience, holding positions of increasing scope and responsibility.
- Strong background in many areas including brand management, strategic planning, project management, team building and leading, campaign planning and execution, creative content development, product positioning, branding and marketing analytics, creative solution development, and strategic partnerships.
- Hard-working and driven, while highly-experienced in all aspects of branding and marketing work, has led many successful initiatives, and is proven in meeting high organizational expectations.
- Experienced in building brands throughout their lifecycle, has led diverse teams, and sees each and every branding and marketing program to their maximum potential and productivity.

CORE COMPETENCIES

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| ▪ Brand Management | ▪ Market Research | ▪ Influencer Relations |
| ▪ Experiential Marketing | ▪ Brand Experience | ▪ Stakeholder Relations |
| ▪ Product Positioning | ▪ Team Development | ▪ Marketing Plans |
| ▪ Competitive Analysis | ▪ Social Media | ▪ Solution Development |
| ▪ Event Production | ▪ Digital Ad Strategy | ▪ Vendor Sourcing |

SELECTED ATTRIBUTES

- Has built brands of various sizes and moments, consistently driving growth through effective storytelling, experiential marketing, and strategic partnerships.
- Experienced in all areas of marketing management, including the ideation of campaigns and experiences to first-rate execution with hands-on participation at every level.
- Well-versed in the recruitment, building, and management of teams of all sizes, including in-house and external employees and vendor sourcing.

PROFESSIONAL EXPERIENCE

SOURCED CRAFT COCKTAILS, Los Angeles, California

Vice President, Brand Strategy (2021-2023)

Responsible for managing company's daily brand strategy operations, client relationship management, conducting market and focus group research, building visual identity systems, creating storytelling moments, executing content capture, creating go-to-market and ongoing marketing strategy across all platforms, supervising outside public relations team, overseeing marketing team, and handling a wide variety of special projects.

Selected Accomplishments and Initiatives:

- Managed firm's largest client, building three bar/spirits related brands from inception within a year.

- Built two bespoke brands, based on consumer insights gathered during extensive research.
- Led all marketing research and design elements for a brand new D2C cocktail delivery brand.
- Created, communicated, and owned execution of all pieces of go-to-market strategies.
- Managed a lean team to deliver first-rate production on all content capture and design moments.
- Managed all influencer marketing with PR team, ensuring engagement with target market.

EL SILENCIO MEZCAL, Santa Monica, California
Chief Experience Officer (2015-2021)

Responsible for managing all live brand touch points and marketing strategy for Mezcal El Silencio, which ranged from signature events to digital advertising and marketing strategy. Duties included day to day experience operations coordination, overseeing product launches, branding strategy development and execution, marketing and advertising budget administration, brand and events management, and other leadership functions.

- Successfully launched El Silencio Holding’s second product, Tequila Dahlia, in March, 2021.
- Winner, Bar Convent Brooklyn’s 2019 Best Show Award, honoring the best convention booth.
- Conceptualized, executed strategy to advance Silencio’s profile across the entire nation.
- Managed Silencio’s largest brand activations at Tales of the Cocktail.
- Served a Lead Brand and Events Manager on Solencio’s 100-person trip to Oaxaca, Mexico.

KCRW, Santa Monica, California
Event Producer (2010-2015)

Responsible for event production, creating and managing production schedules, training and supervising event teams, vendor management, budget forecasting, dealing with the resolving escalated event issues, staff performance evaluation, talent acquisition, vendor relations, and other event production-related functions.

- Planned small to large events, seeing each and every event to its completion and potential.
- Lead Producer/Concept Creator for #KCRWmoves pop-up salon and party initiative, sponsored by Mercedes-Benz with 12 stops, ranging from 200-person gatherings to 1,000-person outdoor film screening.
- Above initiative helped both KCRW and Mercedes-Benz brands increase brand profiles.
- Lead Producer for annual pie contest and UpClose series, seeing both to optimal potential.
- Project Manager for KCRW’s annual Masquerade Costume Ball and Dance Party (3,000-plus attendees).

LULUEMON ATHLETICA, Beverly Hills, California
Community Marketing Manager (2007-2009)

Responsible for managing firm’s day to day community marketing activities, marketing program development and execution, developing and executing in-store events, enrolling and managing high-profile fitness instructors into ambassador program, supervising team of event liaisons, and creating wellness vendor relationships.

- Directed all guerilla marketing tactics for the U.S. flagship store, which was integral in store success.
- Conceptualized and executed in-store events with each ambassador.
- Grew Sunday Morning in-store yoga class from 12-25 attendees.
- Managed post-class sales teams, capitalizing on captive shoppers.

EDUCATION

AMERICAN UNIVERSITY, Washington, D.C.

Bachelor of Arts in Psychology. Major areas of study: Theatre and Dance.

HONORS AND AWARDS

- Summa Cum Laude Graduate (with University Honors), American University.

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