



DeAnna Bryant

Brand Marketing Executive

314.603.8302

deedee@boozybites.com

800 Lydia St. Austin, TX 78702

Bringing over 13 years of strategic marketing experience, I am a proven growth strategist and brand building expert, with a passion for building high-energy and effective teams.

PROFESSIONAL EXPERIENCE

Boozy Bites: Founder & Chief Brand Officer

2019 - Present

Award-winning alc bev brand on a mission to help people celebrate. Leveraging food & packaging technology, Boozy Bites has disrupted the alcohol category with the world's first premium edible cocktail.

- Led the innovation, commercialization, and launch of world's first edible cocktail, acquiring 2 patents and delivering 30% YoY growth in first 3 years.
- Developed, launched, and led innovative in store marketing strategy, propelling brand to win in world class retailers including Kroger, 7-11, and Costco.
- Redefined the RFP & launch strategy of all third party agencies & distributors, leading to 20% bottom line savings.
- Defined & executed brand and digital marketing strategy & creative leadership, resulting in multiple brand awards, including Food & Bev Magazine perfect "Century Award" for design, and a cult like social following.

D^2 Consulting: Brand & Strategy Consultant

2015 - 2019

Full service marketing and strategy firm dedicated to scaling brands and driving long term growth.

- Led the international innovation & commercialization strategy for brand of nutraceuticals, with launch in South Africa, Singapore, and Hong Kong, projected to generate \$30MM in incremental revenue.
- Re-imagined a jewelry clients in - store promotional strategy, focussing on driving demand in their core consumer cohort, resulting 10% increase in ROI.
- Led the development and launch of the Go To Market plan for a small social good company, generating more than \$1MM in incremental passive donations for local schools in first 18 months.

Frito - Lay North America: Brand Manager

2012 - 2015

Led powerhouse brands including Tostitos, Doritos, & Lays, with roles spanning from channel marketing to innovation.

- Developed and led the most successful digital to shelf program to date, with the "hunt for the gold Dorito", resulting in 500MM PR Impressions, and \$4.5MM incremental Q2 sales.
- Ran a highly innovative shopper marketing team, designing solutions to bring national programming to regional accounts, leading to 9% growth in perimeter capacity, double digit growth, and receiving top performing Team award.
- Led the development and launch of 7 new SKUs, generating more than \$200MM in revenue

ConAgra Foods: Brand Marketing Associate

2010 - 2012

Led the media center of excellence for shelf stable portfolio as well as club channel marketing.

- Ran digital agency RFP and overall media & creative agency management.
- Built the media planning & buying training course for all new brand associates & cross-functional partners.
- Led the commercialization & sell in of Swiss Miss Holiday skus for the Mass Channel.

EXPERTISE

Team Leadership

build high growth teams

Strategic Planning

portfolio growth planning

B2B & B2C Marketing

digital & GTM strategy

Creative Excellence

adobe suite & agency mgt

Entrepreneurial

creative problem solving

Media Planning & Buying

awareness to conversion

Data Analytics

consumer & sales insights

Budget Management

AOP planning & budgeting

EDUCATION

University of Notre Dame

- Bachelor of Science
 - Mathematics

Olin Business School

Washington University, StL

- MBA
 - Marketing & Strategy

ABOUT ME

Ex Division 1 Athlete

- Pole Vaulter at Notre Dame

Inventor

- 2 patents in my name

Dog Mom