

ARIANNA CARLUCCI

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KEY SKILLS

- **Product Storytelling & Go-to-Market Strategy**
 - **Cross-Functional Leadership (Legal, R&D, Agency, Retail Partners)**
 - **Influencer & Creator Marketing**
 - **CRM & Lifecycle Marketing (Klaviyo, Postscript, TikTok Shop)**
 - **Campaign Performance Analysis & Reporting**
 - **Retail & Ecommerce Launch Execution**
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EXPERIENCE

Brand Manager, Eucerin | Beiersdorf

February 2026 - Present

- Lead go-to-market execution for product launches across 10+ SKUs, translating complex science and regulatory requirements into compelling product stories and marketing creative, partnering directly with Legal, Sales, and Medical teams to launch accurately and on time.
- Build retail and distributor launch toolkits: Use positioning, messaging, and product copy to brief partner and creative teams so campaigns execute consistently across channels.
- Led an influencer event connecting creators directly with the R&D team, producing authentic content that strengthened product storytelling and consumer trust for a new launch.
- Track campaign and consumer engagement data to spot what's working and sharpen positioning and messaging in real time.

Brand Marketing & Project Coordinator | Bask & Lather Co.

March 2025 - February 2026

- Managed the day-to-day agency relationship overseeing campaign planning and deployment across email/SMS programs reaching 3M+ subscribers, supporting a TikTok Shop channel that scaled past 5 million orders.
- Owned marketing calendars and campaign launch timing, aligning execution with product releases, promotional events, and cross-functional business priorities.
- Drove \$1M+ in monthly email-attributed revenue and contributed to a subscription program generating \$100K+ in recurring monthly revenue, using performance data to continuously refine messaging and targeting.

Business Solutions Executive | Canon USA

April 2024 - March 2025

- Ran discovery calls with B2B clients, translating technical product capabilities into tailored value propositions for each account.
- Managed CRM data, forecasts, and pipeline reporting to give leadership and finance clear visibility.
- Recognized as a top performer in the NY region (Q4) for the highest volume of new business across a 150+ account portfolio.

Freelance Marketing Consultant

November 2021 - June 2023

- Built digital marketing strategies for small businesses to grow reach and engagement.
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EDUCATION

Towson University

Bachelor of Science in Business Administration, Marketing

September 2019 - May 2023