

Frannie Shellman

Key Strengths

- Strategic Planning
- Luxury and Retail Marketing
- Management & Mentorship
- Brand Building
- Experiential Retail
- Programming & Events
- Content Marketing
- Design Collaboration
- Cross-functional Organization
- Crisis Management PR
- Partner & Internal Comms

Work History

HEAD OF MARKETING

SHOWFIELDS, JANUARY 2022-PRESENT

- Leads the Marketing and Event teams, overseeing their activities and ensuring successful execution of marketing campaigns
- Provides strategic guidance and recommendations to CEO regarding organizational structure, expansion & partnerships
- Built a comprehensive events and programming platform, enabling scalable planning and execution of events
- Spearheaded brand clean-up, enhancing identity across channels
- Developed strategic marketing plans for new store launches
- Engages in public speaking events, sharing industry insights, and representing the company's expertise and thought leadership.
- Builds persuasive and customized proposal decks for brand partners, effectively showcasing the company's value proposition
- Creates comprehensive brand marketing offerings and packages to meet diverse client needs
- Manages PR efforts, serving as point person when needed

DIRECTOR OF RETAIL MARKETING

AMERICAN DREAM, DECEMBER 2019-DECEMBER 2021

- Built tenant marketing opportunities for each seasonal campaign
- Primary Marketing contact for 160+ tenants
- Coordinated marketing efforts for tenant openings
- Built digital & experiential campaign for the launch of The Avenue, the luxury shopping wing of the property
- Introduced revenue-generating pay-to-play program for tenants
- Oversaw content creation and planning for organic social media
- Collaborated with creative department on seasonal initiatives
- Created on-site programming to enhance guest experience

Contact Details

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Resides: Upper West Side, New York

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Education

RHODES COLLEGE
Bachelor's of Arts, English
Class of 2008

Technical Skills

- Salesforce, Hubspot, Monday.com, Asana
- Midjourney
- Instagram, Facebook, Twitter, Pinterest, TikTok
- Microsoft Office Suite, Google Workspace
- Shopify, Klaviyo, CMS Content Creation

Work History (Continued)

SENIOR BRAND OPERATIONS MANAGER
FOURPOST, APRIL 2019–DECEMBER 2019
ACQUIRED BY AMERICAN DREAM IN 2019

- Managed shop-in-shop build outs from design to build
- Created sell sheets and pitch decks for prospective brands
- Advised Product team on creation of brand dashboard and portal
- Planned and lead floor sets throughout retail lifecycles

BRAND SUCCESS MANAGER
FOURPOST, JUNE 2018–APRIL 2019

- Founding team member for brick and mortar disruptor
- Built scalable brand onboarding processes & marketing plans
- Coordinated and executed Mall of America store opening
- At launch, sole account manager for 40+ brands

NATIONAL MARKET MANAGER
KYLE BUNTING, MAY 2016–APRIL 2017

- Directed visual brand representation in all outside showrooms
- Implemented initiatives such as launches, sales and promotions
- Oversaw company participation in special events and pop-ups

ACCOUNT MANAGER
KYLE BUNTING, JANUARY 2012–APRIL 2016

EXECUTIVE ASSISTANT TO THE VP AND PUBLISHER
HEARST CORPORATION, MARIE CLAIRE, DECEMBER 2010–MAY 2011

ADVERTISING SERVICES ASSOCIATE
CONDÉ NAST, LUCKY, MARCH 2010–DECEMBER 2010

ADVERTISING SALES ASSISTANT
CONDÉ NAST, LUCKY, MARCH JULY 2008–MARCH 2010

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