



Alyssa Zimmerman

(Abrams)

Contact

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Education

Drexel University

Philadelphia, PA
June 2011
BS in Design & Merchandising,
Communications concentration

Profile

Multi-faceted, branding-oriented marketer with a deep-rooted passion for Design. High performing partner in business development and strategic collaborations, delivering innovative industry-leading results in the ever-changing business of design landscape.

Skills

Brand/creative copywriting and editing, Business Development and Strategic Partnerships, relationship management, Photoshop, collaborative marketing, event planning and execution, brand management.

Experience

Eichholtz

Director of Industry Relations

New York, NY

January 2022 – Present

- Amplifies collection introductions, retail store openings, and high-profile collaborative partnerships (The Metropolitan Museum of Art, Philipp Plein) through strategic paid media, leveraging editorial relationships, orchestrating launch experiences and producing immersive brand programming.
- Fosters US B2B expansion through “storyselling” dynamic brand education for internal and external sales teams and designer/retailer customers.
- Increases industry visibility and awareness through cross-promotion opportunities.
- Reporting directly to Global CEO and Global Chief Creative Officer.

StyleRow

Director of Brand Development

New York, NY

June 2020 – January 2022

- Architect of Brand Concierge program, developing strategy, templating structure, implementing and analyzing white-glove client delight services.
- Leveraged the unique stories of luxury, trade-exclusive design brands as a form of digital currency to increase visibility in StyleRow’s Marketplace through omnichannel marketing content, placement, and programming.
- Integral stakeholder in measuring and reporting performance to C Suite.

Decoration & Design Building

Senior Marketing Manager

New York, NY

September 2016 – March 2020

- Produced Industry-leading biannual Trade Market events through concept planning, talent and partner coordination, content procurement, logistics management, and promotion to elevate and enrich the design conversation.
- Supported 130 to-the-trade showrooms representing 1,000+ internationally renowned design brands with full-service marketing resources
- Increased event Registration by up to 105% since 2015 Market through strategic promotional campaign including the development of print collateral, website, and digital assets for email and social channels.
- Increased event attendance by up to 130% since 2016 Market through elevated content, tactful collaborations, and innovative ideas.

Retail Group of America (an Al Hokair Company)

Marketing Manager

New York, NY

March 2014 – August 2016

- Transitioned International fashion and entertainment brands to the American market through in-store activations, advertising, email campaigns, social media content, and brand aligned partnerships.

Social Media, Styling & Events Freelancer

March 2013 – March 2014

BRIDES Magazine Editorial Assistant

January 2010 – February 2013

Michael Kors Sales Associate

October 2009 – January 2013