

GINA DIVENUTI LEARY



Senior marketing strategist with 18+ years experience innovating product solutions, driving business growth, enhancing operational efficiencies, and building progressive brands with a data-driven analytical approach and passion for creative ingenuity. Successful in leading high-performing cross-functional teams, creating dynamic campaigns across a range of industries and sales channels to motivate consumer loyalty, increase revenue, and achieve company goals.

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EXPERIENCE

FINESTKIND BREWING // Beverage Supplier, Restaurant, Retail, and Event Venue // Hampton, NH // 2021 - 2024
Makers of Smuttynose, Wachusset, Five Boroughs, and Island District brands

DIRECTOR OF MARKETING & HOSPITALITY

Promoted to oversee hospitality department managing 30+ employees across retail, restaurant, event, and marketing departments generating over \$2.2M in revenue annually. Primary focus was leading business development of new outdoor event venue and improving hospitality operations.

- Streamlined operational efficiencies by reconstructing Toast POS system across all departments, integrating Sling scheduling, launching Shopify online store, and implementing Perfect Venue software for event management.
- Saved \$200k annually across all marketing and hospitality vendor fees through contract negotiations.
- Developed pricing structure, vendor relationships, staffing, client procedures, and marketing materials for outdoor event venue with \$250k gross profit in first year and 25% growth target YOY.
- Revamped tasting bar and retail area with expanded seating, additional food offerings, seasonally relevant merchandise, and private events to increase revenue growth by 18%.
- Managed over 168 artist/band bookings, driving peak restaurant traffic 4 days per week for a full season of outdoor live music May through October.
- Facilitated staff incentives, recognition programs, and career development opportunities while reducing department turnover and redundancies.

DIRECTOR OF MARKETING

Reporting to CEO leading marketing initiatives for accelerating growth, deepening market penetration, and innovating product diversification across all Finestkind brands. Responsible for the inception, budget, and KPIs of a new marketing department managing team of brand managers, graphic designers, content creators, and interns.

- Achieved a 452% increase in digital reach by introducing influencer/affiliate relationships, proximity marketing techniques, video storytelling, sweepstakes deployment, and social content development.
- Established branding guidelines, digital advertising integration, product innovation, go-to-market strategy, storytelling, and campaign plans for three separate brands with more than 40 combined products and 12 new releases within first year.
- Launched the Be Kind to Veterans, Animals, and Community program supporting local non-profits by contributing 10% of campaign proceeds partnering with PGA HOPE, Operation Delta Dog, NH Food Bank, Darbster Foundation, Pope Memorial Humane Society, and NHSPCA.

ZORVINO VINEYARDS // Winery, Bistro, Retail, and Event Venue // Sandown, NH // 2018 - 2021

DIRECTOR OF MARKETING

Led strategic design, delivery, and performance of all marketing initiatives for winery and event venue driving a 43% annual revenue increase with higher sell-through rates, additional sales channels and product categories, enhanced consumer touchpoints, and increased foot traffic. Activated new brand logo, creative guidelines, wine labels, marketing materials, website functionality, social media structure, and launch of hard seltzer category.

- Established an online sales channel boosting winery revenue stream by 10% in first month.
- Increased winery AOV by 45% with improved merchandise assortment and in-store positioning.
- Implemented new Orderport POS system involving overhauling inventory categorization for enhanced accounting, fulfillment, and customer loyalty, resulting in 36% lift in monthly sales.
- Streamlined online and in-store loyalty program offerings leading to a 17% increase in monthly customer sign-ups.
- Instituted RESY platform for patio reservations allowing team to better manage staffing, service, and tracking of over 3,400 monthly reservations.

WEDDING & EVENT MANAGER

Coordinated over 80 weddings, corporate bookings, and internal events. Supported lead generation, client management, and marketing operations leading to a fully booked season and sold-out public events.

- Updated event pricing structure and package offerings increasing profit margins by 8%.
- Facilitated Patio Grand opening drawing over 300 attendees with a 232% increase in sales that day.
- Initiated annual Wine for Wags event featuring local pet vendors, raising annual donations and securing adoptions for Live Free Animal Rescue.

ECCO // Global Footwear & Leather Goods Retailer // Londonderry, NH // 2015 - 2018

RETAIL MARKETING SPECIALIST

Drove traffic, increased conversion, and built brand loyalty within rapidly expanding owned and operated retail stores by partnering with visual merchandising, demand planning, ecommerce, and retail operations to develop product promotions, training materials, store communications, and 360° marketing campaigns.

- Managed creative development and placement of large-scale advertising campaigns including seasonal OOH, direct mailers, geo-targeted digital ads, and in-store events.
- Coordinated four grand opening events in key markets with a 106% lift in foot traffic, 133% lift in transactions, and 99% lift in revenue.
- Directed annual in-mall consumer experiences for launch of SHAPE high heel collection boosting ladies' product sell-through by 24% and the Shoemaker Road Show highlighting ECCO leather craftsmanship and comfort technology for a 78% lift in store traffic and 63% lift in revenue.
- Enhanced marketing performance across all campaign activities by steering retail marketing budget, KPI targets, ROI evaluation, and monthly retail reporting.
- Ensured seamless DTC experience and sustained brand consistency by formulating strategies for seasonal footwear campaigns, product launches, influencer partnerships, advertising initiatives, and customer acquisition programs.

BEYOND HEALTH // Online Vitamin Retailer // Fort Lauderdale, FL (Remote) // 2014 - 2015

MARKETING MANAGER

Managed marketing department, public relation opportunities, and content contributors to strengthen a science-based brand reputation, optimize customer acquisition, and stimulate sales by identifying target customer groups, establishing a content deployment structure, restructuring budget allocation, and implementing digital tracking measures to elevate the online customer experience.

- Amplified monthly online sales by 30% implementing strategic digital promotional methods targeting product seasonality and customer-use scenarios.
- Improved conversion rate of prospective buyers into active customers by 22% with enhanced email campaigns.
- Achieved 60% average margin by maximizing product portfolio and reducing inventory carrying costs.
- Trained team on FDA compliant terminology for customer inquiries and recommendations of dietary supplements, leading to onboarding an in-house licensed wellness counselor.

ALPCO DIAGNOSTICS // Life Science Laboratory Products // Salem, NH // 2010 - 2014

MARKETING COMMUNICATIONS SPECIALIST

Led new marketing department collaborating with product managers to establish brand consistency across all distributor product portfolios, developing optimal product positioning and customer-centric marketing materials for increased reach and revenue growth.

- Introduced Marketo automated lead nurturing campaigns with customized, industry-specific marketing materials including white papers, thought leadership content, in-market solutions, and standard shopping funnel/abandoned cart triggers.
- Refined all sales collateral, promotional tactics, digital CRM process, website functionality, tradeshow setup, and marketing vendor relations.
- Managed creative agency for extensive company, website, and product line re-branding.

COMMERCIAL PRODUCT MANAGER

Responsible for growth strategy and profitability of a mixed product portfolio for scientific research and laboratory testing including assays for basophil activation (allergy), melatonin (circadian rhythm), calprotectin (IBS/IBD), and anti-MAG (peripheral neuropathy).

- Re-positioned basophil activation allergy assay as a comprehensive non-invasive testing option for the pediatric community, partnering with KOLs from Boston Children's Hospital and resulting in 400% revenue growth of product line over two years.
- Performed market research, competitive landscaping, and SWOT analysis to establish value propositions and product positioning. Defined strategic plan, marketing initiatives, pricing, and program budgets for product release and growth targets.
- Managed key accounts, distributor relations, technical inquiries, and tradeshow participation.
- Developed KOL relationships, research support, and customer collaboration for improved assay performance, product innovation, and business development.

CHARM SCIENCES // Food Safety & Environmental Diagnostics // Lawrence, MA // 2006 - 2010

TECHNICAL SUPPORT REPRESENTATIVE & LABORATORY ANALYST

- Provided technical troubleshooting, data analysis, and in-house testing to support product end-user.
- Performed equipment installation, software validation, and product training.
- Optimized reagent sensitivity in combination with analyzer throughput for UHT/ESL sterility test.
- Produced and enhanced antibiotic, microbial, and ATP detection assays.
- Manufactured radio-labeled tablet kits, inhibition tests, ELISA plates, and microtiter bioluminescent products.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNH Whittemore School Of Business & Economics
2013

Received Associates Award for Scholarship, Character, and Leadership

BACHELOR OF SCIENCE: BIOLOGY

University Of New Hampshire
2006

CERTIFICATIONS

SIX SIGMA BLACK BELT

Council for Six Sigma
2024

SCRUM MASTER

Skillbook Academy
2024

HUBSPOT MARKETING

Hubspot
2022

GRAPHIC DESIGN

Upskillist
2020

SALES & RETAIL MANAGEMENT

Nottingham Trent University
2017

HTML & CSS INDESIGN ILLUSTRATOR PHOTOSHOP

UNH Professional Development
2017

GOOGLE ADWORDS

Google
2015

PRAGMATIC MARKETING

Pragmatic Institute
2009

PORTFOLIO

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