

Deborah R. Traina-Santos

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Objective

Brand Marketing and Activation Manager with extensive experience in strategic planning, event management, and cross-functional collaboration. Proven track record in developing communication strategies, driving impactful brand initiatives, and cultivating strategic partnerships. Adept at executing brand activations that strengthen client relationships and elevate brand visibility.

Work Experience

Midea America Corp

Brand Marketing and Activation Manager | Parsippany, NJ | Jun 2019 - Dec 2024

- Led cross-functional teams to deliver successful product launches aligned with sales and marketing objectives.
- Developed and executed integrated communication strategies, overseeing creative development and performance tracking.
- Managed brand activation programs, including event strategy, execution, and calendar management.
- Built and maintained partnerships with sponsors, vendors, and community organizations to expand brand reach.
- Increased brand awareness by 30% through targeted events and strategic collaborations.
- Partnered with organizations such as NYCFC Soccer to enhance visibility and reinforce corporate social responsibility.

Conair Corporation

Product Manager, Cuisinart Division | Stamford, CT | Jan 2017 - May 2019

- Oversaw end-to-end product lifecycle management, coordinating with global teams to ensure timely market launches.
- Conducted competitive analysis and market research to identify consumer trends, resulting in new product innovations.
- Directed packaging design and ensured quality control to enhance product appeal and visibility at major trade events.

Product Manager, Conair Division (Contract) | Stamford, CT | Jul 2016 - Jan 2017

- Collaborated with global vendors to optimize product assortments and pricing strategies.
- Performed market analyses that informed monthly promotional calendars and improved demand forecasting accuracy.

Octagon

Senior Account Executive | Norwalk, CT | Jun 2015 - Jun 2016

- Managed national event programs for a luxury automotive client, ensuring on-budget execution and operational excellence.
- Led integrated sponsorship activations across media, digital, and on-site channels to maximize engagement and ROI.

The Coca-Cola Company

Account Manager | Whitestone, NY | Jul 2013 - May 2015

- Achieved 80% revenue growth across 20 major accounts through strategic product integrations and sales promotions.
- Oversaw merchandising, promotional displays, and asset management across 40+ accounts, optimizing visibility and spend.

The Coca-Cola Company (Glaceau)

Brand Marketing Specialist (Vitaminwater, POWERADE and Smartwater) | Whitestone, NY | Jun 2008 - Jun 2013

- Executed large-scale brand activations and event communications supporting national marketing initiatives.
- Managed launch of four new product lines, ensuring creative and strategic consistency across media platforms.
- Developed partnerships with sports organizations and talent to drive awareness and engagement.
- Led content creation and media execution, generating ~500M impressions and 1.5M video views across campaigns.

Education

Monroe College

Bachelor of Science, Criminal Justice | New Rochelle, NY

Monroe College

Associate Degree, Criminal Justice | New Rochelle, NY

Certifications

Diversity, Equity, and Inclusion | Cornell Certificate Program, eCornell, Cornell University | 2024

Skills

Leadership & Team Building, Project Planning, Client Relationships, Diversity and Inclusion, Advertising, Strong Organization Skills, Budget Management, Managerial, Event Management, Fast Paced Environment, Communications, Brand Marketing, Brand Identity, Employee Engagement, Creative Design, Leadership, Communication Skills, Campaign Management, Creativity, Social Media Management, Strategic Planning, Digital Marketing, Market Research, Project Management, Communication, Team Leadership, Analytical Thinking, Brand Strategy Development, Brand Positioning, Creative Thinking

AFFILIATION:

Committee Chair | Active Member of Delta Sigma Theta Sorority, Inc. | April 2006