

# Jessica Pirolo Hellreich

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Experiential & Brand Marketing Leader • Executive Events • Sponsorship Strategy • ROI-Driven Engagement

Strategic marketing leader with 15+ years of experience delivering immersive, high-impact brand experiences for global companies, including Disney, ESPN, United Technologies, and Carrier. Proven record in executive events, product demonstrations, sponsorship activation, and marketing operations—driving measurable ROI and engagement while leading cross-functional teams and managing multimillion-dollar budgets.

## Education

**University of Hartford**  
West Hartford, CT

**MBA** Business Administration  
**BS** Marketing  
Minor Communications

## Skills

- Experiential Marketing
- Event Management
- Conferences & Tradeshows
- Brand Marketing
- Executive Engagement
- Product Demonstrations
- Sponsorship Activation
- B2B Event Marketing
- Marketing Operations
- Global Team Leadership
- Budget Management
- Event Technology (Cvent, SponsorUnited) ESG Integration
- Hybrid & Live Event Production
- Strategic Partnerships
- KPI/ROI Frameworks
- Marketing Integration (M&A)

## Professional Experience

### Carrier Corporation

Palm Beach Gardens, FL



#### Associate Director, Experiential Marketing

2024 - Present

- Built and scaled Carrier's first experiential marketing function, aligning events with go-to-market strategy, executive engagement, and brand visibility.
- Designed product-driven experiences and demos for Investor Days, UN Climate Week, NYSE milestones, and customer-facing summits; integrated event KPIs into executive dashboards.
- Streamlined execution using Cvent, SponsorUnited, and cloud-based run-of-show tools, enhancing collaboration and on-site agility.
- Partnered with Product, Sales, ESG, and Corporate Communications to deliver multi-stakeholder events; run-of-show standards and contingency playbooks.

#### Associate Director, Marketing Activation

2021 - 2024

- Led global team responsible for events, CSR, and corporate sponsorships; managed \$10M+ budgets.
- Digitized corporate giving and launched a global volunteer platform integrated with Benevity to align with ESG commitments and disclosures.
- Achieved 200% YoY increase in branded engagement through strategic sponsorship activation.

#### Associate Director, Marketing Operations

2019 - 2021

- Oversaw full separation of marketing operations post spin-off from United Technologies; delivered \$27M+ in savings via tech integrations, procurement consolidation, and KPI standardization.

### United Technologies

Farmington, CT



#### Senior Manager, Customer Experience

2017 - 2019

- Launched and managed an executive briefing center hosting 20,000+ stakeholders annually; curated immersive experiences tailored to verticals and product categories.
- Produced 700+ branded content assets to support enterprise sales and storytelling.

#### Manager, Global Strategic Marketing

2014 - 2017

- Directed brand activations and customer experiences at global trade shows and proprietary events, optimized vendor contracts.
- Advised and approved all marketing collateral to ensure brand consistency.

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## Key Achievements

- Built Carrier's first experiential marketing function, delivering flagship events including Investor Days, UN Climate Week, NYSE bell milestones, and Board of Directors meetings.
- Produced \$27M+ in cost savings by leading global marketing operations optimization and standardizing infrastructure post-divestiture from United Technologies.
- Launched Carrier's corporate sponsorship program, generating a 200% YoY spike in branded engagement and setting a benchmark for future activations.
- Directed \$10M+ in marketing budgets and scaled a global team of 7+ across events, corporate responsibility, and sponsorships while aligning with ESG and SEC reporting.
- Hosted 20,000+ clients annually through a global briefing center, creating immersive experiences that supported enterprise sales and product alignment.

## Professional Experience

### The Walt Disney Company - ESPN Media Networks

Bristol, CT



#### Associate Manager, Affiliate Marketing & Brand Strategy

2011 - 2014

- Led national promotions and tentpole events across NFL, NBA, and MLB; developed B2B platforms and launch strategy for WatchESPN (now ESPN+).
- Managed agencies, campaigns, and multimillion-dollar marketing funds.

#### Coordinator, Affiliate Marketing Strategy

2008 - 2011

- Executed customer engagement strategies across streaming, telco, and cable platforms; oversaw CRM enhancements and event production coordination

### The Hartford Financial Services Group

Hartford, CT



#### Marketing Specialist, Corporate Marketing

2007 - 2008

- Managed NCAA and Basketball Hall of Fame sponsorship activations; supported C-suite internal marketing and branding programs.