

ELISE COWAN

Chicago, Illinois || (630) 248-0236 || ejcowan18@gmail.com || <https://www.linkedin.com/in/elisecowan2/>

SUMMARY

Brand marketing leader with 12+ years of experience driving growth across CPG, lifestyle, and retail brands through integrated go-to-market strategy. Known for blending data-driven insight with creative storytelling to unlock meaningful consumer connections and deliver measurable business impact. Proven at leading cross-functional teams to develop and execute omnichannel campaigns across TV, digital, social and retail channels. Brings a sharp, consumer-first perspective and a passion for shaping brands that are both culturally relevant and commercially successful.

Brand Positioning
Brief Development
Stakeholder/Team Management

360 Go-to-Market Campaigns
Digital Marketing Strategy
Strategic Communication

Budgeting/Forecasting
Relationship Building
AI & Data Analytics

EXPERIENCE

BarkleyOKRP

Chicago, Illinois

Account Director, Constellation Brands Unit, Illinois of Tourism Unit, Restaurant Brands International Unit 2023 - present

- Serve as strategic advisor to executive leadership team, elevating a \$1.8M+ portfolio from executional delivery to enterprise partnership; achieve 100% contract renewals and generate \$1.2M incremental revenue while strengthening stakeholder relationships.
- Unify cross-functional and cross-agency partners across creative, omnichannel planning, media budget management, and integrated production, accelerating brand performance within flat-to-declining categories.
- Lead the strategic development of a premium-beer advertising campaign with a 15 member cross-functional team (including 2 direct reports), leveraging AI-enhanced audience insights resulting in increased target-audience awareness and earned positive brand sentiment.
- Reengineer integrated go-to-market planning and product launch execution with agency partners (retail, media, PR, influencer, talent/partnerships, experiential), improve cross-agency operating model and reposition the agency as the strategic brand steward now adopted as the department standard.
- Manage P&L to align with financial goals and drive profitability across marketing initiatives while securing new business opportunities and negotiating scopes and proposals.

ENERGY BBDO

Chicago, Illinois

Account Supervisor, Bayer Business Unit

2021-2023

- Collaborated with media, retail, design and PR partner agencies to deliver integrated 360 go-to-market campaigns (e.g., ATL/ BTL), driving brand equity and supporting category share growth
- Identified performance measurement improvements across TV, social, digital channels, improving efficiency and campaign longevity, securing \$300K in incremental agency fee.
- Developed a digital dynamic creative optimization (DCO) campaign that applied consumer research and market trends from the Omni research platform into actionable insights, leading to relevant creative and improved audience engagement.
- Led cross-functional team of 8+ to develop a holistic Bayer Aspirin Pain campaign, from strategy and brief development to deployment, achieving +40% lift in pre-testing results and strengthening retail activation alignment.

LEO BURNETT

Chicago, Illinois

Senior Account Executive, Nintendo Business Unit

2018-2021

- Pioneered a global Pokémon omnichannel campaign for international clients across five markets, using integrated TV, digital and retail channels; 6M copies purchased on opening weekend, making it the franchise's highest-grossing launch.
- Analyzed target consumer data and identified opportunities to increase user engagement, surpassing character awareness goals by 40%.
- Initiated strategic design workshop and collaborated with cross-functional team to develop billboard advertisement, selling \$500K in incremental revenue.

ARC WORLDWIDE

Chicago, Illinois

Account Executive, Procter & Gamble Business Unit

2016-2018

- Conceptualized retail commercialization strategy for the largest Tide initiative across top national retailers (e.g. Target, Walmart, Walgreens, Sam's Club, etc.) , contributing to Q1 account securement and \$25M sales growth in year one.
- Designed retail marketing strategies and programs for key merchants and interpreted in-market data to quantitatively substantiate future creative recommendations, resulting in over \$15M sales growth.
- Guided a seven-person team to launch a global campaign for Gain, accredited as "best-in-class" by P&G clients, and won the Product of the Year award.

Assistant Account Executive, Procter & Gamble Business Unit

2014-2016

- Propelled artwork development for P&G US and Canada brand and retail projects, across e-commerce, print, digital, direct mail, OOH, and iMedia; coordinating with integrated teams, which ensured brand consistency and on-time delivery.
- Implemented improved artwork development and review process with Walmart and partner agency, increasing agency retainer by 25%.

EDUCATION

NORTHWESTERN UNIVERSITY – KELLOGG SCHOOL OF MANAGEMENT, **M.B.A., Strategy & Marketing**, Evanston Illinois

ILLINOIS STATE UNIVERSITY, **B.S., Marketing**, Normal, Illinois

CERTIFICATION

LVMH, Inside LVMH Certificate