


GRACE SPRUNG

 WWW.GRACEBERGETTA.COM

 GRACEBERGETTA@GMAIL.COM

 (609) 226-2971

CORE COMPETENCIES

- **Influencer & Creator Marketing:** End-to-end program development including creator research, gifted/affiliate/paid partnerships, contract negotiation, and relationship management
- **Campaign Management:** Integrated 360 campaigns, GTM planning, cross-platform execution, test-and-learn frameworks and reporting analytics
- **Social Media & Community:** Organic social strategy, community engagement, brand voice, short-form & long-form video, follower growth, earned media value (EMV)
- **Leadership:** Team building & development, cross-functional collaboration, budget management, agency and partner direction
- **Tools & Platforms**
 - Shopify, Grin, Attentive, Later, Adobe Suite, Canva, Splice, Google Drive, Slack, Basecamps

EDUCATION

2011-2015 JAMES MADISON UNIVERSITY B.S. Integrated Advertising & Corporate Communication
Studio Art Minor

VP of Philanthropy for Sigma Kappa

ABOUT

Brand and product marketing leader with 10+ years driving integrated strategy, GTM launches, and brand storytelling for high-growth consumer lifestyle brands. I thrive as the connective tissue between product, creative, and marketing, building emotionally resonant campaigns that drive both brand awareness, revenue, and loyalty. Known for building from scratch, leading cross-functional teams, and bringing cultural relevance and social-first thinking to every launch.

WORK EXPERIENCE

MARKETING MANAGER

BEEUP Fruit Snacks JULY 2025 - PRESENT

- Serve as sole marketing lead and founding marketing hire for an early-stage CPG brand, architecting the full marketing function from the ground up including GTM strategy, brand positioning, social, influencer, email, and Shopify e-commerce
- Built creator and influencer program end-to-end, including a VIP celebrity activation that brought five top influencers to a suite experience with the brand's celebrity co-founder.
- Executed a celebrity gifting strategy targeting the Kardashians that drove a 3x follower spike overnight, growing the brand's Instagram from ~10K to ~30K and significantly expanding brand awareness and reach.
- Expanded brand distribution by leading the launch of BEEUP on Amazon, opening a new revenue channel and increasing product accessibility at scale.
- Manage a two-person team (Events Manager and Marketing Coordinator), providing strategic direction and execution oversight across all initiatives.

DIRECTOR OF BRAND COMMUNITY

BLENDERS EYEWEAR AUG 2024 - JULY 2025

- Led partnership strategy across athletes, ambassadors, and influencers to maximize brand visibility, earned media, and community engagement.
- Directed 12+ multi-channel campaigns annually including product launches, athlete announcements, and brand storytelling initiatives from brief through execution.
- Led and developed a team of 8 across marketing and creative functions, overseeing hiring, performance, day-to-day operations, and team culture
- Oversaw PR initiatives and brand activations, driving cultural relevance through high-impact community programs.

SR. BRAND MANAGER

BLENDERS EYEWEAR JULY 2021 - AUG 2024

- Managed a large cross-functional team spanning marketing and creative, directing hiring, performance, and day-to-day operations across all functions.
- Built and led every GTM campaign end-to-end including product releases, athlete announcements, and seasonal brand moments.
- Scaled social media community from 300K to 650K, driving sustained brand visibility and engagement across platforms.
- Led Blenders' largest influencer partnership to date with Coach Prime (Deion Sanders), generating \$15M in revenue over five months — overseeing creative direction, launch strategy, and community amplification.

MARKETING MANAGER

BLENDERS EYEWEAR MAY 2018 - JULY 2021

- Managed social media, email, SMS, and campaign calendar to drive brand growth and engagement - grew 200% per year
- Led creative and events teams internally, while overseeing external marketing agencies to ensure cohesive on-brand execution
- Developed and executed campaign strategies, including creative direction and athlete partnership support.