

ALEX MARCINKIEWICZ

BRAND MARKETING & CONSUMER PRODUCTS

CONTACT

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SKILLS

Licensing Approvals
Brand Compliance
Style Guide Creation
eCommerce
Asset Management
Photography

EDUCATION

Bachelors of Science
Stony Brook University
Stony Brook, NY | 2016
Business Management
International Business Specialization

Associates of Applied Sciences
Fashion Institute of Technology
New York, NY | 2014
Communication Design

TOP EVENT EXPERIENCE

Team USA Welcome Experience:

Tokyo 2020 Olympic & Paralympic Games
Beijing 2022 Olympic & Paralympic Games
Santiago 2023 Pan American Games

PROFILE

Results-driven consumer products marketer specializing in style guide creation with a proven track record of driving brand growth. Experienced in devising compelling initiatives and leveraging data-driven strategies to deliver measurable results. Dedicated to building brand equity and seamlessly blending creativity with strategic marketing insights to drive product differentiation and establish a strong brand identity.

WORK EXPERIENCE

U.S. Olympic & Paralympic Properties (Team USA + LA28)

Associate Manager - Consumer Products Marketing - Apparel | 2022 - Present

- Day-to-day contact for Nike, Ralph Lauren, Oakley, KITH, New Era, Outerstuff, Fanatics, BCS, and Gameday Couture coordinating product offerings, launches, design planning, distribution and execution across 30+ retailers including both online and brick and mortar stores
- Licensing Approvals Manager for all Consumer Products Licensees (15+) relating to apparel across Team USA, LA28, Olympic Heritage, ensuring brand compliance and cohesiveness across the marketplace
- Consumer Products asset and database manager for creation, distribution and permissions of all digital assets related to Team USA, LA28, Olympic Heritage for usage across all licensees
- Project manager and editor for 5 core consumer products style guides spanning Team USA, LA28, Olympic Heritage, Sponsor Activation
- Director-level lead for consumer products team to outfit all Team USA Olympic/Paralympic athletes and staff during key events leading up to and at pinnacle events: Tokyo 2020, Beijing 2022, Santiago Pan/ParaPan American Games 2023. Team USA Media Summit, White House visit

Associate - Consumer Products Marketing - eCommerce | 2019 - 2022

- Graphic designer creating compelling marketplace visuals for multi-brand promotion including social media posts for e-comm promotion and landing page designs across Team USA/LA28 online shops and social handles
- Develop email marketing initiatives, including building and execution of acquisition campaigns, drafting email copy, loading emails into Salesforce and scheduling for sends to catered data extensions and audiences

U.S. Olympic & Paralympic Committee - New York, NY

Coordinator - Direct Marketing & Ecommerce | 2018 - 2019

Intern - Direct Marketing & Ecommerce | 2017 - 2018

- Graphic Design eCommerce and social media asset creation, pitch decks
- Salesforce Marketing Cloud (SFMC) administration, focus on email marketing

Dyna-Tech Sales Corporation - Branchburg, NJ

Graphic Designer & Marketing Assistant | 2012 - 2017

- Corporate Branding involving Logo design, website design & maintenance, marketing materials, advertising & targeted marketing campaigns