

INTRODUCTION

Give me a minute, I gotta do the spiel.

I've been known to say, "It's no longer survival of the fittest, in fact, for brands, it's survival of the fittestest." You can know who your perfect audience is, what they're doing, and how they react to literally anything. Let's put those analytics to work, and create exciting stuff and with panache and purpose. Now is the time to marry data and creativity, and for them to fully inform one another. I'm a brand steward that spearheads growth, realigning the game to fit a fresh playing field.



WHITNEY
MARSTON
PIERCE

Whitney has been in the creative consulting space for nearly 20 years. She began her career advising established companies how to connect with new audiences. Since then, she has continued to connect brand and audience, expanding her skill and knowledge through multiple industries. As CMO for numerous startups spanning finance to art, fashion to music, and tech to medical devices, she turns exciting ideas into viable, vibrant businesses. Known for her calculated creativity and innate knowledge of the human condition, she passionately propels customer conversion.

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EXPERIENCE

Chief Executive Officer
Marston Agency
Mar 2016 – Present
New York City

Founded creative shop specializing in brand, go-to-market strategy, restructuring, refocusing, and marketing cartography. Marston Agency creates brand experience and marketing trajectory that compels consumers with data, purpose, and ease; seamlessly moving brands onward and upward by continuously connecting with target markets in a way they crave. See notable clients on next page.

President & COO
Synergic
Apr 2021 – Present
New York City

Created a unified dietary supplement company out of many independently created pieces, composed a brand story and strategy targeting the market with highest LTV. Constructed a multi-pronged selling strategy encompassing DTC, subscription, affiliate selling, regional sales reps, performance partnerships, and white-labeling opportunities.

Chief Marketing Officer
The FLEX Company
Jun 2015 – Feb 2016
San Francisco

Employee number one and head of Brand and Marketing for FLEX™, a market-shifting feminine hygiene product that replaces tampons, pads and cups. Oversaw complete development of the brand from conception to launch, including product and packaging design, positioning and strategy, and go-to-market strategy. Now valued at \$200MM+, in Target, CVS, and many other retailers along with a robust DTC subscription program.

Chief Creative Officer
unvael.fm
Jun 2014 – Jun 2015
Los Angeles

Brand master, head of creative, think tank wizard, biz dev maven for a SaaS Platform with customizable playlist creation across multiple platforms. Focuses included brand integrations, differentiated revenue streams and go-to-market strategy.

Executive Producer, Host
MOX
Jul 2013 – Jun 2014
Los Angeles

Lean back music channel with actual music, videos, and news. Host of short form music news program, Mox Minute. Executive Producer, Host and Development of Neoteric - New Music show.

Principal
WMP Consulting
Jul 2009 – Jul 2013
New York City

Cool consultant - from marketing to casting. WMP was the premiere consulting firm to learn how the hippest kids are living and loving. A direct tap into the minds and hearts of the cutting edge.

Owner, Head of Marketing
The Showroom
Jan 2005 – Jul 2009
Los Angeles

Indie fashion showroom specializing in outside of the box creators. Head of GTM, marketing, brand and strategy for all clients.

NOTABLE CLIENTS



Ginch Gonch

Ginch Gonch: Underwear for Humans.

Repositioned entire brand, updated focus and story, and built a DTC brand with no-touch recurring revenue. See case study on following page.



Badass Balloon Co:

Badass Balloons for Badass People

Implemented marketing systems and efficiencies to propel the business towards its next big growth milestone: moving to in-house production. Automating workflows, refining team coordination, deploying co-working solutions, and designing disruptive distribution models readied the company for rapid expansion.



GetGlobal

The largest global growth conference in North America.

Marston Agency and GetGlobal co-created the Covid Response Network, a resource for international business executives to learn and share information through the pandemic in a shared online community and a series of free, informative webinars and round table talks.



PeopleApps, Inc.

Civic tech SaaS platform for better organizations, better communities, and a better world.

Constructed go-to-market strategy including partnerships with non-profit and governmental organizations at the local, state, and federal level.



Rico Starr

New homo clothing line where everyone's a Starr!

Created new website, customer funnel, and CRM best practices. Expanded into press and brick and mortar.



D8E

Multi to multi streaming company, purpose built for parties.

Built full company proformas, customer acquisition strategy, and path to market. Currently in stealth mode.



Rolick

We make great live shows. Like other shows, but way better.

Head of image from brand concept to client curation, key partnerships, and steering the ship.



Wager

Outlines and guides conversations for companies to embrace a data-centric workforce that is more equitable, diverse, and self motivated.

Built strategy for scaleable corporate-facing services.

CASE STUDY: GINCH GONCH OVERHAUL

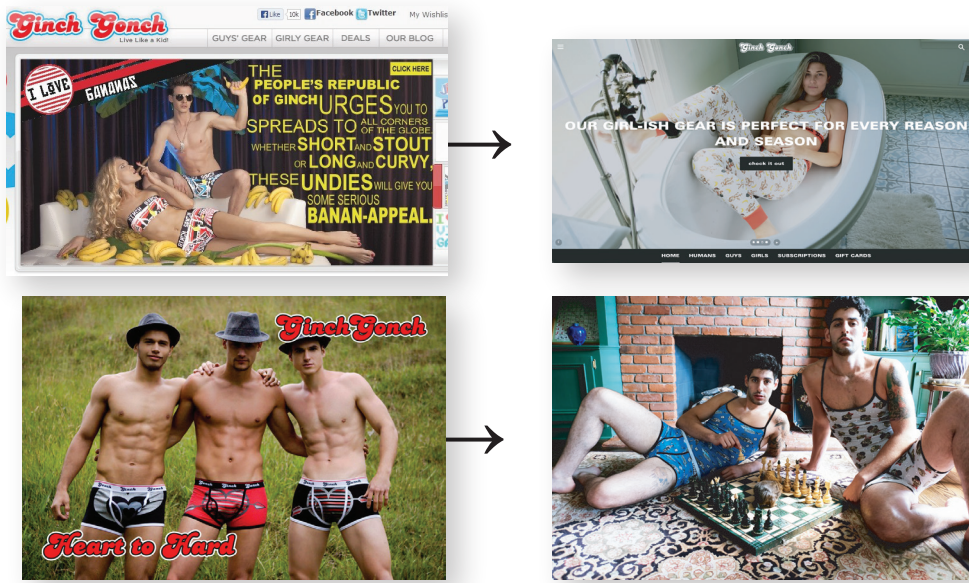
How to relaunch a heritage brand and introduce to a new audience without alienating your base

Problem: Super gay male underwear brand has 60% women's inventory and no women to sell to

Solution: Follow the data. Include your core audience in your next iteration. Inclusivity and authenticity is key

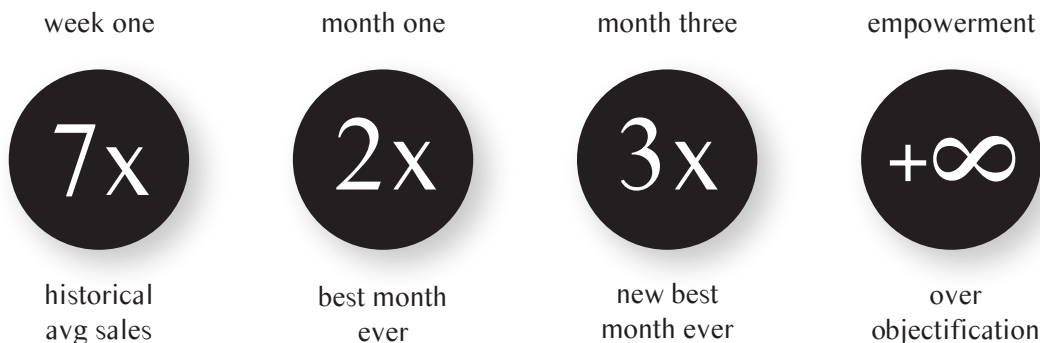
No longer is Ginch Gonch the super-gendered, mega-cheese, muscles and boobs underwear brand it once was; it is an all-inclusive brand whose undergarments have no gender at all. At Ginch Gonch we trust that you can decide what you want on your butt.

Transformation of society at large provided the opportunity for Ginch to transform and reach a new audience with the same product. It was a matter of telling a modernized story within a new and current framework. Shifting from objectification to empowerment, from sex to joy, gay to queer, Ginch Gonch became a fresh new brand at seventeen years old.



Our new voice spoke to a new generation, and met them where they already were. Implementation was next: socials, CRM, automated email flows, newsletters, selling on multiple platforms, and with different bodies and preferences rounded out our underpants ecosystem and entrance into new markets. Ambassador, affiliate, and subscription programs created returning touch free revenue.

Our first week of relaunch saw a 7x growth from previous average sales, and doubled the brand's best month ever with in the first thirty days. By month three, we had tripled the first month's record sales.



CASE STUDY: SYNERGIC REBRAND

We've branded our product for men, but our organic traffic and high dollar purchases are by women.

Problem: We've created this product for top athletes, but they don't buy. The target audience isn't converting as expected.

Solution: Focus on the core differentiator of the product within a brand that is modern, gender agnostic, and speaks to a more affluent audience.

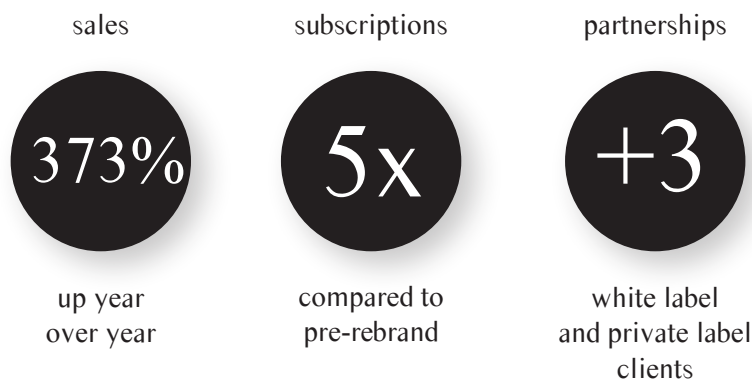
How can we show that our product actually works and is truly outstanding compared to competitors?

A multi pronged attack was devised to illustrate the product's efficacy through direct and indirect means. Does a \$28 neon-tinged plastic bottle communicate to its audience that it both works and is the appropriate solution for all different kinds of people? No, it doesn't. So we fixed it through a massive shift in positioning, packaging, pricing, and purchasing options.



Our chic new approach to the supplement field was unique in the space. Functional medicine/nutriceutical products and branding had been so focused on who they think the buyer is, that the true spender was missed. By shifting our messaging to focus on balance and a colloquial approach to science, we converted clients at a much higher rate (up 59%). Our modern and stylish approach to the brand attracted new audiences, driving up sales.

Additionally, Synergic caught the eye of adjacent companies who appreciated both our approach and product/product positioning, and requested either white label or private label products along with guidance on marketing, messaging and comms.



NOTES

GOOD AT (work related):

- Team Leadership
- Delegation
- Empowerment
- Strategy
- Industry Trends & Forecasting
- Pattern Recognition & Analysis
- Communication
- Creativity & Problem Solving
- Digital Performance Metrics
- Non-Traditional Marketing Approaches
- Getting Hands Dirty

GOOD AT (not work related):

- DJing
- Cooking International Food
- DIY Renovations
- Pointing Out Dogs
- Being Hilarious
- Pretending to be a Singer
- Charcuterie Design

EDUCATION:

University of California, Los Angeles
Bachelor of Arts
Art History, Criticism and Conservation
2004-2005, 2007-2008

EXTREMELY RANDOM:

- Has lived in Zanzibar
- Been kidnapped on a camel (unrelated to above)
- Called an "Act Not to Miss" by Rolling Stone Magazine
- Tours with New Order as their opening DJ (unrelated to above)

