

MAURA GOWNLEY

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With a formal education in Communications and English and seven years of hands-on experience in brand building, strategic marketing, graphic design, video editing, and photography, I am a versatile and skilled Integrated Marketing and Creative Manager. I specialize in brand design and driving marketing campaigns from conception to execution, ensuring consistent brand identity across both written and visual channels.

PROFESSIONAL EXPERIENCE

TRUFF

Senior Integrated Marketing & Creative Manager | April 2024 – Present

- Collaborate with the Vice President of Marketing to bring various brand strategies and partnership integrations to life, offering key consumer learnings, competitive insights, and leading cultural cues
- Design and develop compelling pitch decks and build out strategic campaigns for national partnerships with brands like Taco Bell, Popeyes, Star Wars, Super Mario Bros., and Hidden Valley Ranch
- Collaborate with the social media team to create dynamic in-feed graphics, story visuals, and edit engaging video content
- Create packaging and 3D renderings for limited-time products such as TRUFF's Spicy Truffle Oil, Costco-exclusive items, the TRUFF x Super Mario Bros. Hot Sauce set, and the TRUFF x Star Wars™ Dark Side Hot Sauce
- Lead shopper marketing efforts through the development of all print materials for the sales team, including coupons, brochures, shelf-talkers, off-shelf marketing collateral, and advertisements
- Collaborate with the paid media team to develop creative display and Meta ads that drive engagement and conversions across digital channels
- Partner with the e-Commerce team to create campaign landing pages, leading the design direction and copywriting

Brand Marketing Manager | January 2022 – April 2024

- Led the development and implementation of a new email marketing strategy, overseeing creative direction, copywriting, and deployment to a subscriber base of over 270,000
- Amplified the brand's first OOH campaign in Philadelphia, coordinating on-the-ground efforts with talent, restaurant partners, filming organic "UGC-style" video content, and coordinating local press
- Expanded the reach of the brand's first long-form video series, "What the TRUFF?!", by creating cut-down clips optimized for Instagram Reels to drive traffic and grow followers on YouTube
- Managed the brand's public relations program, training the Associate Marketing Manager on pitch strategies, press release development, and the growth and organization of the brand media list
- Lead and mentor the Associate Marketing Manager, providing training in public relations, graphic design, and video editing

Marketing Coordinator | April 2021 – January 2022

- Serve as a liaison between the internal marketing team and external creative agencies, overseeing content creation, email marketing development, and providing feedback
- Coordinate content flow and production with retained creators, ensuring timely delivery of high-quality assets that align with campaign needs.
- Lead the public relations strategy through pitching and press release copywriting to secure placements with national outlets and publications
- Work with the social media team as a community manager, maintaining a consistent and engaging brand voice across all platforms
- Track, analyze, and report on social media and paid media metrics

Kate Ryan PR

Digital Marketing Specialist | June 2018 – April 2021

- Plan, create and deploy social media strategies for every Kate Ryan PR client and track metrics which are presented via weekly meetings
- Produce original content and draft engaging captions for clients' Instagram, Facebook, Twitter, YouTube and LinkedIn channels
- Design on-brand print media, digital ads, internal communication pieces, social media graphics and email campaigns
- Conceptualize and conduct outreach for micro and macro-influencer campaigns
- Lead email marketing programs for all KRPR clients
- Oversee the creation and management of client websites, including design, copywriting, and SEO optimization to enhance user experience and improve search rankings.
- Conceptualize, film and edit 100+ high-quality video content for clients' websites and social media channels
- Photograph client headshots, team photos, products and special events
- Develop compelling pitch materials and client presentation decks, effectively communicating strategies and results to stakeholders.

EDUCATION

Villanova University B.A. Communication, English Minor | August 2014 – May 2018

SKILLS

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| • Adobe Illustrator | • Final Cut ProX | • Facebook |
| • Adobe Photoshop | • Canva | • Instagram |
| • Adobe Lightroom | • Copywriting | • TikTok |
| • Adobe Premiere Pro | • Photography | • X |
| • Adobe InDesign | • Shopify | • YouTube |