

CELIA PINCZOWER

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WORK EXPERIENCE

Endpoint | Los Angeles, CA

October 2020 - Present

Head of Marketing

- Built strategy across brand, growth, and product marketing domains through company hyper-growth phase, overseeing \$1.1M+ budget.
- Repositioned company upon launch of enterprise SaaS solutions, overseeing rebrand, go-to-market strategy, and website launch.
- Partnered closely with sales, product, research, and operations teams to execute lead-generation and retention campaigns.
- Managed a team of 7 marketing and creative associates and external agencies, reporting into leadership team.

Growth Marketing Manager

- Drove commercial growth by launching and managing lead-generation campaigns on behalf of the brand and sales team.
- Built tracking system to manage advertising spend, analyze A/B testing, measure attribution, and make informed budgeting decisions.
- Led creative team in building the first Endpoint brand guidelines, leading positioning, and messaging.

Compass | Santa Monica, CA

March 2018 - October 2020

Senior Marketing Advisor / Marketing Advisor (In-House Agency)

- Managed the creative direction, budget, and execution of multi-channel campaigns for regional brand launch and ongoing initiatives. Campaigns included print, social, digital, partnership, email, out-of-home, and experiential channels.
- Responsible for the brand and sales marketing strategy of 130+ clients, equating to \$1B+ in yearly real estate sales.
- Developed a standardized brand and sales marketing toolkit, implemented as a resource for other marketers across the nation.

Viceroy Hotel Group | Los Angeles, CA

September 2014 – March 2018

Area Marketing Manager (Headquarters)

- Managed the content and e-commerce strategy on viceroyhotelsandresorts.com.
- Owned multi-channel strategy for 4 luxury hotels, managing: goals, content, and reporting into REIT ownership groups.
- Vetted and managed SEO, SEM, public relations, and social media agencies to drive paid, owned and earned media strategy.
- Built shot lists and story boards for hotel photoshoots and lifestyle video productions.

Commercial Manager, Sales Coordinator (Headquarters)

- Owned corporate Sales & Marketing communications for the international portfolio of properties, reporting to the SVP of Commercial.
- Led project management for 6 executives, respective to: global hotel launches, ownership pitches, and partnerships.
- Executed the content strategy across the brand Instagram, Facebook, and Twitter accounts.
- Launched the brand's first influencer program in collaboration with the revenue, sales, and legal teams.

AWARDS & ACCOLADES

HousingWire Marketing Leader

2023

Inman Marketing All-Star

2023

EDUCATION

University of Southern California

Marshall School of Business, Bachelor of Science, Business Administration, Dean's list

Class of 2015

ACTIVITIES

Reforge

Marketing Strategy Program

2021

Reforge

Product Marketing Program

2023

USC Women's Varsity Dive Team

Division 1 Travel Team Member and Zone Championship Qualifier

2011-2013

Jewish Federation of Los Angeles

Kahn Fellowship

2016-2017