

CELIA PINCZOWER

MARKETING LEADER

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PROFESSIONAL OVERVIEW

I'm a versatile marketing leader with experience in both corporate and hyper-growth startup environments. I specialize in brand strategy, growth marketing, and product positioning across the hospitality, consumer, and real estate industries, having led go-to-market strategies, growth hacking efforts and entire company rebrands. I've built and managed high-performing Marketing teams, vetted and overseen agencies, managed OKRs and budgets, and reported into leadership teams. I'm passionate about crafting brand perceptions, creating disruptive campaigns, and working cross-functionally to create products and experiences that consumers and businesses love.

WORK EXPERIENCE

First American Financial Corporation (NYSE: FAF) | Senior Brand Manager Sept. 2024 - Present

First American is a Fortune-ranked leader in the real estate industry, generating over \$6B in revenue in 2024.

- Lead brand positioning strategy, using research and brand equity insights to refine messaging and market differentiation.
- Partner with the Digital Marketing team to launch brand campaigns, leading overall messaging and content strategy to drive awareness, engagement, and strengthen brand perception across key audiences.
- Oversee the rollout of a refreshed employer brand in partnership with HR and recruiting, enhancing talent attraction and retention.
- Act as a strategic consultant to First American's major divisions, supporting positioning, messaging, and ensuring brand alignment across the organization.

Endpoint | Head of Marketing, promoted from Growth Marketing Manager role Oct. 2020 - Sept. 2024

Endpoint is a tech-forward, fully-owned subsidiary of First American Financial Corporation.

- Led brand, growth, and product marketing, building and managing a team of 8 marketers and designers.
- Worked cross-functionally with sales, product, research, and operations teams to execute lead-generation and product marketing campaigns, as well as a company-wide rebrand and new website launch.
- Developed an owned content program including organic social, blogs, and case studies to support inbound and outbound initiatives.
- Oversaw sales and marketing budget, optimizing advertising spend through A/B testing and attribution analysis.
- Established Endpoint's first brand guidelines, defining positioning, messaging, and creative direction.

Compass | Senior Marketing Advisor, promoted from Marketing Advisor role March 2018 - Oct. 2020

- Created a standardized brand and sales marketing toolkit that was adopted nationwide by the Marketing team.
- Managed the go-to-market strategy, budget, and execution of multi-channel campaigns for regional branch launches.
- Developed and executed brand and sales marketing strategies for 130+ real estate agents, totaling over \$1B in yearly real estate sales.

Viceroy Hotel Group | Area Marketing Manager (Headquarters) July 2017 - March 2018

- Led the e-commerce and digital content strategy for 4 luxury hotels, reporting to REIT ownership groups.
- Vetted and managed SEO, SEM, public relations, and social media agencies to drive paid, owned, and earned media strategies.
- Built shot lists and storyboards for hotel photoshoots and lifestyle video productions.

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WORK EXPERIENCE CONTINUED

- Viceroy Hotel Group** | Commercial Manager, promoted from Coordinator and Intern roles Sept. 2014 - July 2017
- Managed project execution for 6 executives (CMO, VP Brand, VP Marketing, VP Revenue, VP Sales, and VP Technology) supporting global hotel launches, property ownership pitches, and partnerships.
 - Launched Viceroy’s first influencer program in collaboration with the Marketing, Revenue, and Legal teams.
 - Coordinated and executed events and trade shows, managing logistics, vendor relationships, and promotional materials.
 - Oversaw and executed the content strategy across the Viceroy’s Instagram, Facebook, and Twitter accounts.
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AWARDS AND RECOGNITIONS

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| Inman Marketing All-Star | 2023, 2024 |
| HousingWire Marketing Leader | 2023 |
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PROFESSIONAL DEVELOPMENT AND ACTIVITIES

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| Product Marketing Reforge | 2023 |
| Marketing Strategy Reforge | 2021 |
| Kahn Fellowship Jewish Federation of Los Angeles | 2016 - 2017 |
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EDUCATION

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| University of Southern California Los Angeles, CA Business Administration | 2015 |
| <ul style="list-style-type: none">• Dean’s List• Women’s Division 1 Swimming and Diving Team• President of the Hospitality Club (HIP - Hospitality Industry Project) | |
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