

BRIANNE DEZZUTTI

BRAND & MARKETING EXECUTIVE — REGULATED & PREMIUM CONSUMER BRANDS

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Senior brand and marketing leader with **16+ years** building and running marketing for regulated and premium consumer brands — prestige beauty (L'Oréal / Kiehl's, Charlotte Tilbury, Living Proof), cannabis (Curaleaf and multi-location retail), and fitness retail (Orangetheory). An executive who still ships: strategy on top, hands on the systems underneath — built to grow premium brands **inside compliance, without the default ad channels**.

THE RECORD

16+ yrs BRAND, PR & MARKETING	166% YOY REVENUE GROWTH · CURALEAF	29.1% SHARE OF VOICE · HIGHEST OF ALL MSOS	1,400+ CREATOR NETWORK BUILT & RUN	200% ENGAGEMENT LIFT · KIEHL'S
150+ PRODUCT LAUNCHES	100+ DISPENSARY OPENINGS	7 RETAIL LOCATIONS OPENED · 5 OPERATING	56 ORANGETHEORY LOCATIONS	23 · 16 MARKETS · STATE CANNABIS FOOTPRINT

SELECTED EXPERIENCE

HEAD OF BRAND & MARKETING

Jan 2022–present

Higher Collective · engaged via HNY-B 2022, full-time Aug 2023

Built the brand from zero; opened **7 stores on a six-week launch playbook** (5 operating); in-house SEO, content & CRO; loyalty from zero to record-breaking.

FOUNDER & CEO

2022–present

HNY-B Consulting

Brand strategy, growth, and comms for regulated and wellness brands; AI-powered marketing systems and go-to-market.

MARKETING DIRECTOR

2022–2023

Orangetheory Fitness (Austin Fitness Group)

Ran regional marketing across **56 franchise locations**; retention and LTV programs; community partnerships.

SR. DIRECTOR OF PR → SR. BRAND MANAGER

2019–2022

Curaleaf (formerly Select)

166% YoY revenue growth and **29.1% share of voice** (highest of all MSOs); 150+ launches across 23 markets; 100+ dispensary openings; contributed to Curaleaf's inclusion in **TIME's 100 Most Influential Companies**.

DIRECTOR, INTEGRATED MARKETING COMMUNICATIONS

2016–2018

L'Oréal (Kiehl's)

Ranked **Kiehl's the #1 skincare brand** in press & social; built the influencer network from zero to **1,400+ creators** (+200% engagement); L'Oréal Agency Selection Committee.

PR & INFLUENCER LEADERSHIP

2009–2016

Alison Brod Marketing + Communications · HL Group · DeVries Global

Six celebrity spokesperson campaigns (Cindy Crawford, Drew Barrymore, Sarah Jessica Parker); red-carpet and talent relations across award season and NYFW.

BUILT FOR & CREDENTIALS

ROLES

- HEAD OF / VP BRAND & MARKETING
- GROWTH & DEMAND
- CRM & LIFECYCLE
- COMMUNICATIONS / PR

EDUCATION & AFFILIATIONS

Fashion Institute of Technology — BS, Advertising & Marketing
Communications · NYU SPS — graduate studies · Rolling Stone Culture Council, 2024 & 2025 · American Marketing Association