

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 operator who pairs strategy with execution and grows premium brands **inside compliance, without the default ad channels** — from a 1,400-creator engine at Kiehl's to 166% revenue growth at Curaleaf to seven dispensary openings on a lean team.

PROFESSIONAL EXPERIENCE

FOUNDER & CEO · HNY-B Consulting

2022 – Present

- Lead brand, marketing, and PR strategy for clients in complex and regulated industries, including cannabis and wellness.
- Align brand identity with founders' vision and market regulations, ensuring compliance and resonance with target audiences.
- Build AI-powered marketing systems and go-to-market playbooks that deliver measurable results for emerging and established brands.

HEAD OF BRAND & MARKETING · Higher Collective

Jan 2022 – Present

Engaged via HNY-B Consulting Jan 2022 – Aug 2023; converted to full-time Aug 2023.

- Own brand strategy, marketing execution, and customer engagement for a multi-location cannabis retailer in a new adult-use market.
- Built the brand from zero and **opened 7 retail locations (5 operating today)** on a five-person team using a repeatable six-week store-launch playbook.
- Run in-house SEO, content, and CRO in place of paid ads (off-limits in cannabis); took a loyalty program from **zero to record-breaking**.

MARKETING DIRECTOR · Orangetheory Fitness (Austin Fitness Group)

Nov 2022 – Jul 2023

- Drove brand awareness, member acquisition, and retention across **56 franchise locations**, contributing to overall business growth.
- Conceptualized and executed multi-channel campaigns positioning Orangetheory as a category leader; partnered cross-functionally for cohesive messaging.

SR. DIRECTOR OF PR → SR. BRAND MANAGER · Curaleaf (formerly Select)

Apr 2019 – Jul 2022

Joined Select (Apr 2019), later acquired by Curaleaf.

- Directed PR and brand strategy through the category's fastest scale-up: **166% YoY revenue growth** and a **29.1% share of voice — the highest of any multi-state operator**.
- Led **150+ product launches across 23 markets** and supported **100+ dispensary openings**, growing an intact brand where paid advertising is largely banned.
- Managed crisis communications, media relations, and partnerships; contributed to Curaleaf's inclusion in **TIME's 100 Most Influential Companies**.

DIRECTOR, INTEGRATED MARKETING & COMMUNICATIONS · Kiehl's, L'Oréal

Aug 2016 – Aug 2018

- Crafted 360° consumer-centric strategies that ranked **Kiehl's the #1 skincare brand in press and social media**.
- Built the brand's influencer network from zero to **1,400+ creators** (+200% social engagement); served on the L'Oréal Agency Selection Committee.

ACCOUNT DIRECTOR, PR & INFLUENCER MARKETING · Alison Brod Marketing + Communications

May 2014 – Aug 2016

- Led cross-functional teams on celebrity spokesperson campaigns (Cindy Crawford, Drew Barrymore, Sarah Jessica Parker) for high-profile beauty clients, driving measurable business results.

ACCOUNT SUPERVISOR, PR & INFLUENCER MARKETING · HL Group

Jan 2013 – May 2014

- Developed and executed integrated communications for luxury beauty brands including Charlotte Tilbury and Violet Grey.

ACCOUNT EXECUTIVE & JR. SOCIAL MEDIA MANAGER · DeVries Global

Oct 2009 – Jan 2013

- Managed media relations, influencer partnerships, and social media for P&G's beauty and salon brands, driving engagement and community building.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

BS, Advertising & Marketing Communications — GPA 3.9, honors

NEW YORK UNIVERSITY

Continued studies, Marketing & Communications

AFFILIATIONS

- Member, **Rolling Stone Culture Council** — 2024 & 2025
- Member, **American Marketing Association**
- Member, **Texas NORML** — 2023 – Present