


MARY DALEY


Meet Mary

With a keen editorial eye and a passion for photography, Mary crafts compelling brand narratives that resonate with audiences across touch points. Her mission is to connect brands with their target customers through innovative storytelling and creative content.

Get In Touch

 **Location**
New York, New York

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Accomplishments

- Represented PHD Media at Billboard's inaugural MusicCon and the 2022 Billboard Music Awards
- Team nominated for Innovation Excellence Award at Diageo Supplier Awards 2022
- Selected to run Bumble's College Marketing Program while a full time undergraduate student
- Certificate in Fashion Industry Essentials from Parsons School of Design
- Successfully completed multiple internships in advertising, tech and event fields during undergraduate career

Education

- **International Center of Photography**
Part-Time Photography Student
2023 - Present
- **Parsons School of Design**
Certificate, Fashion Industry Essentials
2020 - 2021
- **University of Illinois, Urbana Champaign**
B.S. Advertising, Minor in Anthropology
2017 - 2020
- **University of New South Wales**
Semester Abroad - Sydney, Australia
Focus in Advertising and International Media
2019 - 2019

Experience

2023 - Present
NYC

New York Pilates

Studio Representative/Instructor Trainee

- Brand representative for New York Pilates, meticulously upholding and maintaining brand standards for a seamless in-studio and virtual NYP experience.
- Engage in constant client-interaction, handling matters from studio operations, memberships sales, retail sales and more.
- Training through New York Pilates instructor-training program; due to be a Certified Pilates Instructor by Spring/Summer 2024.

2023
NYC

Nati Boutique

Stylist/Sales Associate

- Serves as a recognized top-selling stylist at a popular women's boutique on Prince Street. Responsible for driving sales through organically creating intimate in-store styling experiences for customers. Other responsibilities include store operations, visual merchandising, marketing and buying consulting.
- Routinely recognized by internal leadership team and styling clients for exceptional customer service, styling talent and knowledge about fashion. Excelling in a client facing role.
- Deliberate career move to learn more about the fashion industry from the ground up.

2021 - 2022
NYC

PHD Media

Content Strategist

- Responsible for working with team to develop, plan and execute brand-inspired 360° content programs and integrations that seamlessly flow across various touch points and screens.
- Holistically worked cross-functionally with both internal account teams and external clients, notable partners, and global IAT teams to create unique moments in culture highlighting clients - portfolio ranges from the BBMA's to Google's iconic Year in Search video.
- Worked prominently across high profile accounts including Diageo (Smirnoff, Smirnoff Ice, Captain Morgan), Google, Delta, and Restaurants Business International (Burger King, Popeyes, Tim Hortons). Consistently participated in brainstorming on Chanel and Princess Cruise Line.
- Experience in TV Integrations, Talent Relations, Award Shows/Integrations, Music Festivals/Integrations.

2020 - 2021
NYC

Yext

Business Development Representative

- Responsible for qualifying leads, prospecting new business and creatively building pipeline for the revenue organization by conducting cold and warm outreach to current and potential clients to generate buzz about Yext's AI Search Experience.
- Supported top enterprise sellers in the retail vertical by maintaining close client relationships and identifying and building out strategic partnerships. Worked on accounts including Hermés, J. Crew, H&M, Michael Kors, and several others.

2018 - 2020
Remote

Bumble

Community Marketing Lead

- Oversaw the execution of multi-channel projects, including social media campaigns, experiential marketing stunts and influencer marketing collaborations.
- Chosen to be one of ten community marketing leads in the United States and Canada, who collectively lead 650+ collegiate ambassadors.
- Responsible for facilitating growth for 14 collegiate teams - oversaw and assisted teams in executing gorilla marketing stunts across the United States and Canada.
- Supported HQ in conducting remote trainings and onboarding sessions for Campus Directors and Ambassadors nationally.

Interests

Fashion, Travel, Photography, Art, Pilates, Podcasting, Vintage Shopping, Vinyl Records, Reading