

# BRIANA C. DRAGO

Open to Relocation • (619) 254-7741 • [brianadrago@ymail.com](mailto:brianadrago@ymail.com) • [linkedin.com/in/brianadragosandiego](https://www.linkedin.com/in/brianadragosandiego)

## EXECUTIVE SUMMARY

Passionate, integrity-driven brand manager born out of a well-positioned CPG agency in San Diego with a history of leading marketing, sales, innovation, and operations in the wellness industry, navigating complex sales cycling, landing critical accounts, generating impressive revenue, and fostering long term solutions for profitability. Powerful liaison to C-suite decision-makers. Talent for advancing initiatives aimed at brand strategy, market opportunity profiling, assessing client needs, improving team operations and an overall high-energy do-er.

- Managed multi-million-dollar annual marketing budgets/strategies for CPG brands (DTC & B2B channels)
- Spearheaded and closed an annual \$2MM in national Walmart sales and +\$1MM in regional Costco sales
- Sustainably grew Amazon portfolio +20% YOY in annual revenue to over \$2MM for 3 consecutive years

## CORE COMPETENCIES

- Strategic Planning / Vision Planning
- Project Management / Cross-Team Communication
- Marketing, Content & Sales Management / Budget Preparation and Oversight
- Start-Up Culture / Fast-Paced Environment / Brand Launching
- Systems / Process Management / Continuous Improvement
- Culture and Team Development

## DIRECTOR OF BUSINESS DEVELOPMENT / Mateo Goods

1/2022-PRESENT

Remote Location

- Restructured and streamlined a multi-million-dollar international manufacturing company through operational systems and teams, within 6 months increasing company scalability to +\$10MM
- Improved company culture by 20% (10pt system) through implementing new technology, language initiatives, alignment and empowerment campaigns, and individual and team feedback systems.

## BRAND MANAGER / Mateo Goods

2020-2022

San Diego, CA & Hermosillo, MX

- Landed and managed +\$2MM annual ongoing revenue accounts with a key B2B distributor and sales partners for long-term sales sustainability to secure an untapped sector of our WFH market.
- Managed a 4-month national brand awareness campaign through key markets from the construction of a mobile showroom to pop-ups, partner events, and industry tradeshows that led to presentation opportunities with Apple, AT&T, and other large corporate accounts.
- Developed and implemented a product development team equipped with operational tools for product calendar cycles, product suite audits, and structural/branding packaging development.

## BRAND MANAGER (CORE ROLE) / Multiple Umbrella Brands: Earnest Eats, Coromega 2016-2020

- Sales Management – Landed +\$3MM in B2B sales and over 1000 doors with brand-new product development and executed fulfillment with a 3-person team and manufacturing partner.
- Marketing Management - Led a collective \$2MM annual marketing budget through strategy, planning, execution, oversight, and audit phases with breakthrough ideas to disrupt our category, gain industry press, and key account opportunities such as GNC, Whole Foods, Costco, Albertsons, and Walmart.
- Planning/Top Level - Created and presented an annual plan to investors to secure +\$1-2MM annually to grow my assigned brand's revenue. Cultivated ongoing professional relationships with investors by building trust in sales actuals and attended capital events to seek new partners to fund new brand endeavors.

# BRIANA C. DRAGO

- Key Account Management/Operations - Managed our Costco fulfillment with our contracted manufacturing partner and our transport partner to fulfill over 300 doors of product nationwide, annually from formulation, certifications, logistical planning, sampling programs, and pallet to packaging structural management, and sales relationships.
- Partner Management - Managed our sales agency partners, and sales distributors as well as our content partners, amazon sales accelerator partner, PR agency, website developers, photographers, and other key creative consultants.

## **BRAND STRATEGIST** / Purely Righteous Agency

**CONTRACT 2019-2021**

- Reinvigorated strategic brand planning, go-to-market sales and activation strategies for pre-revenue brand launches with large corporate CPG parent arms of the S&P.
- Supported innovation and focus group sessions with high-level client teams.

## **LEAD GENERATION SPECIALIST** / Catalina Design Group

**2015-2018**

- Supported a multi-million-dollar lead portfolio through cold emailing campaigning.
- Landed over 30 high-value meetings with senior executives.

## **FUNDING REPRESENTATIVE** / Annual Fund, UCSB

**2012-2015**

- Raised over \$80k in revenue for the annual fund by creating relationships with alumni.
- Awarded MVP, Most Valuable Seller, for two consecutive quarters.

## **EDUCATION & EXTRACURRICULARS**

### **PSYCHOLOGY** / University of California Santa Barbara

**2011-2015**

*B.A. Psychology*

### **COLLEGIATE ATHLETE** / University of California Santa Barbara

**2011-2014**