

NANCY TRYPUC

Strategic Marketing And Communications Leader

SUMMARY

Results-driven leader with 20+ years experience crafting and executing innovative, data-driven campaigns that elevate brand visibility, drive audience engagement, and deliver measurable business growth.

SKILLS

- Strategic Marketing & Brand Development
- Content Creation & Messaging Strategy
- Project & Team Leadership
- Budget Oversight & Optimization
- Digital Marketing & Analytics
- Advertising Planning & Execution
- Cross-Functional Collaboration
- Stakeholder Engagement & Relationship Management

EXPERIENCE

DIRECTOR OF MARKETING 11/2024 to Current

Surmount, Remote

- Develop and execute marketing strategies to strengthen brand identity and audience engagement.
- Oversee content production (digital, print) to ensure messaging consistency.
- Conducted market research of nonprofit organizations to analyze competitive positioning, leading to the development of new mission statement.

MARKETING CONSULTANT 09/2024 to Current

Freelance, Remote

- Design and manage targeted social media and digital advertising campaigns for independent authors to drive brand awareness and increase sales.
- Create and optimize content across digital channels to enhance brand positioning, visibility, and conversion.

VP, EXECUTIVE DIRECTOR, MARKETING 01/2017 to 09/2024

Flatiron Books, New York, New York

- Led strategic marketing initiatives for 50 product launches annually, driving revenue growth and elevating brand presence.
- Directed content strategy, writing, and creative development for digital, print, video, podcast, and social media platforms.
- Expanded Instagram followers from 2k to 200k, and launched TikTok presence to capture new audiences.
- Utilized data-driven insights to optimize campaign performance, from targeted advertising (CPC) to metadata enhancement (SEO).

- Managed high-profile collaborations, campaigns for Oprah Winfrey, Matthew Perry, Elliot Page, BTS, President Joe Biden, Melinda French Gates, and Michael J. Fox.
- Built and nurtured key relationships with external partners, media outlets, agencies, and vendors to enhance brand impact.
- Managed and reforecasted multi-million-dollar budget, ensuring efficient resource allocation and maximum ROI.
- Presented regularly at conferences and pitch meetings showcasing bespoke marketing plans and accomplishments of the organization.
- Fostered work culture of collaboration and inclusion to increase morale and reduce turnover.

VICE PRESIDENT, CREATIVE SERVICES 01/2003 to 12/2016

St. Martin's Press, New York, New York

- Developed and executed advertising media planning and creative strategies for over 100 B2B and DTC campaigns per year.
- Led copywriting and editing efforts for advertising campaigns (TV, Radio, Digital, Print, Outdoor) and corporate marketing materials.
- Managed cross-functional teams of designers and project managers, overseeing campaign operations and creative production.
- Spearheaded the first social media accounts, positioning the brand for digital success.

PLATFORMS

- Meta (Instagram, Facebook) & TikTok
- Amazon ads & Google ads
- Canva & Open AI
- Google Workspace & Microsoft Office
- Emplifi, Buffer & Hubspot
- Basecamp & Slack

CERTIFICATIONS

Introduction to Marketing (University of Pennsylvania), 02/2025

Chat GPT (Coursiv), 02/2025

Jasper AI (Coursiv), 02/2025

DALL-E (Coursiv), 02/2025

Strategy of Content Marketing (University of California, Davis), 03/2025

EDUCATION

Binghamton University, SUNY

Bachelor of Arts, English Literature And Rhetoric (major)

VOLUNTEER

Cradles to Crayons, Philadelphia, PA

Support efforts to provide partner organizations for children suffering from clothing insecurity.