

ALLY ISEMAN

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STATEMENT

I am an entrepreneurial brand marketer and partnerships expert with an eye for story and a keen understanding of retail success measures – merchandising, assortment, promotions, and pricing - that thrives in fast paced environments. I support plant-based and plant-curious brands, organizations, and VCs of all sizes who need revitalization of their brand and messaging with a focus on sustainable growth and mission alignment.

EDUCATION

Drexel University Bachelor of Science | Philadelphia, PA
Graduated Summa Cum Laude with Honors

EMPLOYMENT

- 1/2021 – 5/2023 Mrs. Goldfarb’s Unreal Deli, Los Angeles, CA | **VP of Marketing**
- Drive sustainable growth and consumer loyalty by defining brand story and purpose.
 - Lead social media management team, produce trade show activations, develop & implement multitiered marketing strategy involving giveaways, sales, and managing a promotional calendar across retail, foodservice, and e-commerce, contract review, negotiation, forecasting and relationship management.
- 6/2020 – 6/2022 Film Launch, Los Angeles, CA | **Co-Founder**
- Launch company providing marketing & branding expertise to content creators
 - Project and team management, research, and hiring
 - Partnership development and coordinating marketing strategy
- 10/2020 – 1/2021 IdentityEdge, remote | **VP of Sales**
- Work directly with Founder/CEO to build and implement sales strategy
 - Create, maintain, and update growing client database
 - Manage high call volume and interface with new and current clients
- 6/2017 – 6/2019 Women In Film, Los Angeles, CA | **Writer/Creator** Flip The Script
- Produce multiple-episode shoot days for original gender parity comedy series
 - Create scripts and pitch materials, script coverage, work with name talent on set
 - Interface with WIF leadership for hiring, casting, production, and post
- 3/2012 – 10/2020 Independent/Freelance, Los Angeles, CA | **Producer & Writer**
- Identify IP, develop materials, and package & pitch projects
 - Develop and implement bring-to-market strategy
- 11/2006 – 11/2015 Various Agencies, Los Angeles, CA | **Marketing Rep & Team Lead/Manager**
- Manage teams of up to 20 at local events and on national tours for brands including Paramount Pictures, Toyota, Chase, SoBe Lifewater, State Farm, CLIF Bar, & others.

TECHNICAL SKILLS

Proficient with AirTable, Slack, Google Docs, Final Draft, Keynote, Microsoft Office.

AFFILIATIONS & AWARDS

- Women In Film: Inaugural Peer Mentor, Featured #ForYourConsideration campaign
- Top 3 writer on The Bitch List
- Finalist in the WeScreenplay Diverse Voices Lab
- Endorsed Writer on Coverfly’s Industry Dashboard and The Red List