

ELIZABETH G. ROBINSON

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BRAND & CUSTOMER STRATEGY LEADER

Senior brand and customer strategist who finds the opportunity beneath the brief and connects what large organizations often run separately. Turns customer and audience insight into the case for what should happen next, then builds it with the teams who make it real, from marketing and agencies to Legal and Compliance: the first-of-their-kind launches, partnerships and campaigns customers see, and the operating models, governance and measurement that let them last.

STRENGTHS AND EXPERTISE

Brand & Customer Strategy
Audience & Customer Insight
Measurement & Test-and-Learn

Integrated Marketing & Campaigns
Loyalty & Customer Engagement
Operating Models & Governance

Partnerships & Sponsorships
Digital & Social Strategy
Cross-Functional & Agency Leadership

PROFESSIONAL EXPERIENCE

Independent Consultant – Remote

Brand Strategy, Partnerships & Customer Engagement

Apr 2026 – Present

- Practice focused on brand and customer strategy, partnerships, customer engagement and measurement.

McorpCX – Remote

CXM Strategy Lead

Sep 2025 – Apr 2026

- Shaped patient-experience strategy for a global biopharmaceutical client's oncology launch, turning patient, care-partner and clinician research into personas, journey maps and requirements, and contributed to launch measurement.
- Synthesized 28 clinician interviews into 12 experience breakdowns for an immunology access journey and, in a second engagement, mapped organizational handoffs from prescription to first treatment.

Marriott International – Hybrid (New York, NY)

Senior Manager, Global Brand Marketing Partnerships

Jun 2024 – Jan 2025

- Managed a 16+ global brand marketing partnership portfolio with continent-lead counterparts, aligned to Marriott Bonvoy member-acquisition and engagement objectives with success measures agreed before launch.
- Across both Marriott roles, directed integrated social strategy and paid campaigns for Bonvoy partnerships built on exclusive member access: the Taylor Swift Eras Tour, Mercedes-AMG F1, the U.S. Olympics and MGM Resorts.
- Negotiated the \$2.3M Sheraton × Reese's Book Club renewal (contract face value), drafting the SOW and terms with Hello Sunshine and agency partners and restructuring it into a program any of 400+ Sheraton hotels could host.

Senior Manager, Global Social Media Platform & Engagement

Apr 2023 – Jun 2024

- Reframed a brief to optimize Marriott Bonvoy's Sprinklr CEM set-up after discovery found eight capabilities configured in isolation, then conceived Project Astria and wrote the business case that won leadership sponsorship.
- Redesigned Bonvoy's customer-engagement ecosystem with its community and data leads, agencies and Sprinklr: one taxonomy for publishing, response and listening, and triage by intent with member-tier and risk flags, designed to be templated across Marriott's 30+ brands and 7,000+ properties.
- Set one measurement standard, combining paid, owned and earned reporting in one dashboard, and drove adoption through a community-management handbook and training that gave brand, regional and agency teams a shared view of customer behavior. Bonvoy chose the enterprise platform over a new tool.
- Served as platform partner to Bonvoy's community team for its 2023 community-management program, a Community Management Finalist in the 16th Annual Shorty Awards whose entry reports a 2,900% increase in engagement rate from 2022 to 2023.

Brunswick Group – New York, NY

Associate

May 2022 – Oct 2022

- Advised C-suite clients on brand reputation, positioning and crisis communications.

Stand Together – Arlington, VA

Deputy Director, Content Marketing

Dec 2021 – May 2022

- Oversaw content strategy and execution for activations at Super Bowl LVI, SXSW 2022 and Coachella, including the organization's first Snapchat presence and a post-event paid social campaign.

Fidelity Investments – Boston, MA

Director, Paid Social Media

Aug 2019 – Jul 2020

- Directed paid social strategy for Personal Investing, shaping audience strategy for young traders and next-generation investors and taking Fidelity onto Instagram, Reddit and Spotify for the first time.
- Proposed and led the Instagram launch: an operating model co-authored with Legal, Risk & Compliance, a phased organic-then-paid rollout with KPIs and reporting, and the visual identity and voice it launched with.
- Designed the social launch strategy for Rewards+, Fidelity's first Wealth Management loyalty program, taking the segment onto Pinterest with creative, imagery standards and ad formats, and tracking response through listening.
- Wrote the business case and operating framework for a CRM-enabled social engagement capability distinct from social care, covering response standards, workflows, records retention and governance. Took it to marketing leadership and, with the social-care lead, made the case to replace Khoros with Sprinklr.
- Developed paid sponsorship strategies for U.S. Ski & Snowboard, the PGA, the NFL and Women Talk Money, and proposed an audience-led Reddit test tying creative themes to fractional-share investing.
- Counseled C-suite leaders on social messaging through COVID-19 and zero-commission trading, convened U.S. and Canada social leads into a working group, and managed one direct report.

Digital Strategist

Sep 2018 – Aug 2019

- Partnered on the rollout of Fidelity's Microsoft 365 collaboration suite and new internal social platform, from pilot site to on-time launch, including change management, training and FINRA retention guidelines.

Marriott International – Bethesda, MD

Manager, Digital Marketing – The Americas

Mar 2017 – Sep 2018

- Planned social engagement, targeting and retargeting for Marriott Rewards' first two NCAA sponsorship seasons, including a Snapchat geofilter pilot that converted at 6.75% against a sub-1% benchmark.
- Drove North America social and digital strategy for campaigns including MLB, the Toronto Maple Leafs and Brand USA, and served as digital crisis-communications lead through Hurricane Irma and the Napa Valley fires.
- Headed the Americas task force that ran the enterprise platform RFP and selected Sprinklr as Marriott's customer engagement platform, defining analytics, reporting and workflow requirements for brand, loyalty and field teams.

Capital One – McLean, VA

Associate Marketing Manager, Brand Digital Strategy

Apr 2015 – Mar 2017

- Led digital brand storytelling for the Venture and Quicksilver rewards cards across March Madness, SXSW, the ESPYs and iHeart Jingle Ball, including cardholder presale access.
- Ran real-time engagement with a 4M+ owned social audience, including the 2016 #RoadToOne campaign (a 9th Shorty Awards Real Time Response finalist), and created its Sprinklr dashboards and monthly engagement reporting.
- Supported the launch of Capital One's first Alexa skill, building its measurement and reporting and turning customer feedback into optimization insights for the technology team.

Earlier: Social Media Strategist, MtoM Consulting, Falls Church, VA (Aug 2014 – Apr 2015). Established the first property-level social strategy for six Marriott hotels, exceeding engagement targets by 173%.

EDUCATION & AFFILIATIONS

George Mason University – B.S. in Business Marketing, magna cum laude · Excellence in Major Award

Fairfax, VA

Training: Foundations in Design Thinking certificate · Agile methodology

Affiliations & recognition: Board Chair, SocialMedia.org (2017–2020) · Co-chair, Strategic Communications, Fidelity Women's Leadership Group (2019–2020) · Marriott "Glammy" Award, Canada 150 campaign

EXECUTIVE ENDORSEMENT

"She has one of the finer strategic minds that I have seen in her field and I see a CMO role in her near future."

— [Dr. John Hillen](#), former U.S. Assistant Secretary of State and CEO (LinkedIn recommendation, 2023)