

DEVIN CUSTALOW

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RELEVANT WORK EXPERIENCE

Publicis (Profitero) | Global Account Manager, SaaS - Remote 2022 - Present

- Successfully onboarded and maintained strategic partnerships with key enterprise accounts including Disney, 3M, Google, and NBC Universal across North America and EMEA.
- Managed multi-million dollars in ARR across thirteen accounts globally; supporting an average 25-30 of team members per enterprise account.
- Led negotiations for renewals and expansions of global contracts, focusing on increasing conversions rate from single to multiyear contracts and expanding contract value annually.
- Strategically deployed on high risk accounts as a result of exceptional customer service skills.

Harmelin Media | Senior Media Manager - Remote 2021 - 2022

- Responsible for customer success and omnichannel strategy for a Luxury Resort Brand as well as a prestigious Financial Institution across North and Central America.

The RealReal | Account Manager, Luxury - Remote 2019 - 2020

- Managed a portfolio of more than 1,200 accounts while strategically networking, resolving client issues, and expanding into new priority markets.
- Consistently delivered a personable yet professional luxury customer service experience that improved client retention by 52% and reduced ticket escalation by 19%.

Fendi | Senior Media Strategist - New York City 2019

- Leveraged consumer behavior data to identify priority markets and new-to-brand target audiences for emerging product lines.
- Managed relationships between internal teams, agency partners, and influencers to ensure alignment on omnichannel campaign strategies.
- Strategically created and managed bilingual social copy across Meta platforms to amplify brand voice and drive awareness.

Dentsu Aegis | Integrated Media Manager, Strategy - New York City 2016 - 2019

- Led Burberry's multimillion-dollar rebranding initiative at the Global level. Deployed a new logo and presented strategies to target consumers in unconventional and new-to-market ways.
- Vetted, contracted, and managed vendors and auxiliary planning teams. Responsible for planning and budget maintenance across Out of Home, Print, Display Direct, and Programmatic media across North and South American markets.
- Partnered with the agency's internal creative department to develop a custom branded newsletter via MailChimp to provide consistent fashion and technology related news to serve as industry expert to clients.
- Consulted for bespoke strategy and influencer marketing initiatives across cosmetic and apparel clients including Shiseido, Kate Spade, and Bare Minerals.

EDUCATION

The University of Texas at Austin | Graduated - Bachelors of Science in Corporate Communication

The University of Rhode Island | Studied - Textiles, Merchandising, and Design

SKILLS

- Sought after for exceptional customer service, both in onboarding new accounts and salvaging those in jeopardy.
- Specialized in analyzing consumer behavior to identify emerging audiences while developing highly customized and unconventional strategies that resonate with diverse consumer profiles.
- Independently created paid content for cosmetic brands such as Dove and Marc Jacobs.
- Featured as the standalone talent in a Vice Media advertisement that garnered a remarkable 354 million impressions and was nominated for four Cannes Lions Awards.
- Responsible for sourcing, content creation, sales, and social media for Hilos Home, a curated vintage home decor business.

TOOLS

- **Account Management:** Trello, Salesforce, Jira, Microsoft Office, Google Workspace
- **Strategy:** Nielsen, Ipsos, Moat, Google Analytics, Meta Ads Manager
- **Languages:** English (Native), French (Proficient)