

DEVIN CUSTALOW

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RELEVANT WORK EXPERIENCE

Publicis (Profitero) | Global Account Manager, SaaS - Remote 2022 - 2024

- Provided data-driven consultative guidance and performance results across more than a dozen enterprise accounts with the objective of growing each brand's e-commerce business. Notable accounts include Disney, NBC Universal, and Google.
- Continuously analyzed positioning, supply chain, pricing strategies, vendor relations, and promotional initiatives to enhance each brand's competitive edge while reinforcing the value of the software and services provided.
- Lead negotiations for global contract renewals and expansions with C-suite executives while identifying relevant upsell and cross-sell opportunities. Demonstrated continued success in significant contract value increases and transitioning contracts from single to multiyear contracts.
- Orchestrated internal collaborations with cross-functional teams and management to ensure holistic and timely client support.

Harmelin Media | Senior Media Manager - Remote 2021 - 2022

- Responsible for cross-channel media strategy, vendor management, and post-campaign performance reporting for Hyatt's Luxury Resort Collection, as well as Regions Bank, across North and Central America.

The RealReal | Account Manager, Luxury - Remote 2019

- Oversaw a portfolio exceeding twelve hundred client accounts, ensuring white-glove support throughout the reselling process to drive repeat appointments and promote consignment of priority products.
- Consistently delivered a personable and professional luxury customer service experience that drove client retention and expansion while reducing ticket escalation.

Fendi | Senior Media Strategist, Contract - New York City 2019

- Leveraged consumer behavior data to identify priority global markets and new-to-brand audiences to target.
- Managed relationships between internal teams, agency partners, and talent managers to ensure alignment on omnichannel campaign content, timing, and strategies.
- Strategically produced and managed bilingual social copy across Meta platforms to amplify brand voice and drive awareness globally.

Dentsu Aegis (Burberry) | Integrated Media Planning Manager, Strategy - New York City 2016 - 2019

- Led Burberry's multimillion dollar rebranding initiative at the global level; deploying a new logo and presenting strategically disruptive concepts to Burberry executives with the intention of messaging in new-to-market ways.
- Managed planning and execution of Out of Home, Print, Display Direct, and Programmatic media across North and South America in collaboration with local vendors and auxiliary planning teams.
- Conducted in-depth analysis of competitor creative content, partnerships, and investments across various media channels to inform strategic campaign decisions and creative direction.
- Partnered cross-functionally to develop and consistently deliver a custom branded newsletter to provide advertising and competitor related news to serve as an industry expert to the expanded team at Burberry.
- Partnered with the internal Influencer Marketing team to advise on strategic partnerships and campaign initiatives for leading cosmetic and apparel brands including Burberry, Shiseido, Kate Spade, and Bare Minerals.

EDUCATION

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

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

SKILLS

- Ability to cultivate strong relationships with executives by consistently delivering impactful performance result presentations, pitching compelling campaign initiatives, and facilitating smooth renewal processes.
- Specialized in strategically analyzing consumer behavior data to identify emerging audiences while developing highly customized and unconventional branding and media strategies.
- Proven success negotiating, contracting, and creating social content both independently and for luxury cosmetic and apparel brands.

TOOLS

- **Account Management:** Trello, Salesforce, Jira, Gainsight, Shopify, Microsoft Office, Google Workspace
- **Strategy:** Nielsen, Ipsos, Moat, Google Analytics, Meta Ads Manager