

Stacy MacGregor

Smacgregor558@gmail.com | 410.615.9750 | linkedin: stacymacgregor558

HIGHLIGHTS

21+ Years In Marketing, Communications & Special Events | 16+ Years In Leadership

Short & Long-Term Strategic Planning | Design & Capital Project Management | PR, Media & Crisis Strategy

EXPERIENCE

Director of Marketing

12/2021 - 12/2022

Riverbanks Zoo & Garden

Chief Marketing Officer for the renowned Riverbanks Zoo and Garden, directing all in-house marketing, short & long-term strategic planning, partnerships and promotions, advertising, PR, digital and social efforts along with special events delivering 1.3M visitors annually.

- Developed and executed the annual marketing strategy and media plan including the creative direction, messaging, external agency management and the execution of the media buy
- Devised and managed comprehensive budget and financial strategies to increase areas of secondary revenue including \$150K+ in tourism grant support, 15-30% increases in event revenue and promotional efforts around key retail, food/bev and fundraising efforts
- Designed, produced and marketed key annual events to align the mission, increase attendance and drive revenue including Wine Tasting, Riverbanks Run, Brew at the Zoo, BOO at the Zoo, and LIGHTS at Riverbanks
- Created and managed the digital and social strategy, produced engaging content, oversaw digital channels (increasing engagement by 15%) and assessed data driven metrics to maximize reach and impact
- Directed all long and short-term goals and objectives for the marketing department by analyzing visitor demographic data, attendance trends, KPI's and visitor metrics as well as regional travel trends
- Partnered in the development of short and long-term park-wide goals and key initiatives to support the growth and expansion of the park and Riverbanks mission

Director of Marketing, Brand & Special Events

3/2015 – 11/2020

Western Carolina University

Director of Marketing for a key university in the UNC system. Oversaw university branding, licensing, creative and design services, advertising strategy and media buying, marketing project management and the special events program including strategic direction, planning and implementation of top-level, university-wide events on behalf of the Chancellor, both on campus and off.

Director of Special Events | 3/2015-6/2019

- Designed and executed 100+ annual events ranging from small receptions and meetings to large-scale campus festivals and tours, major fundraising campaigns, galas, senior level and University-wide events on behalf of the Chancellor
- Oversaw the development of the annual media strategy and directed \$800K+ in annual paid media including print, TV, radio, outdoor/out-of-home and digital to support undergraduate and graduate enrollment, overall WCU branding, academic programming as well as individual institutional priorities
- Key member of the COVID response team that worked diligently to manage crisis communication, response messaging as well as develop and implement the Catamounts Care multimedia campaign in support of a *safe return to campus* for 12,000+ students, faculty and staff
- Managed licensing and production efforts for \$11M in WCU branded merchandise including brand compliance, design support, approvals, sales strategies, trends, and legal issues

- Lead planner of Mountain Heritage Day, the annual 15,000+ fall festival, including event planning and logistics, marketing and media efforts, sponsorship procurement as well as managing a support team of 300+
- Lead member of the committee overseeing the marketing, communication, and event plan around the installation of a new Chancellor

Director of Marketing

11/2008 – 6/2014

Madame Tussauds New York | Merlin Entertainments

Chief Marketing Officer for a leading NYC attraction, delivering 1.3M visitors and \$38M in revenue annually, overseeing an annual budget of \$3-5M and leading a team of 14. Directed all marketing efforts and consistently exceeded annual admission, revenue, and EBITDA targets by 6-10% year over year.

Marketing Manager | 11/2008 – 12/2009

- Developed and implemented the annual marketing plan that outlined goals, strategies, and accountability for all product development, PR, marketing, digital and social media, promotional partnerships, and other communication activities of Madame Tussauds New York
- Managed relationships and executed key PR events with celebrities such as One Direction, Alicia Keys, Kelly Ripa, Anderson Cooper, The Jonas Brothers, Rihanna, Taylor Swift, Sofia Vergara and much more generating over 3 billion annual media impressions with features on programs such as GMA, the Today Show, The View, People, E!, LIVE with Kelly & Regis and many more
- Successfully delivered new phases of e-commerce solutions to our website, managed content and design, SEM/SEO, and implemented online marketing strategies for both the NY and DC attractions increasing unique visits and web sales 200+% YOY
- Directed all layers of attraction space development including new exhibit areas and figure launches such as the Spirit of New York, the Marvel 4D Film & Interactive Experience, the Music Zone, Film & TV, SportsZone and a gift shop redesign
- Created and executed the annual *After Dark* Halloween event generating over \$200K in incremental revenue annually, running 3 years with increased revenue and volume YOY
- Built international brand awareness from key emerging markets, such as Brazil and Asia, through strategic product development and targeted promotions leveraging sales partners, international media outlets, and digital strategies driving average annual increases of 10% in international markets
- Forged strategic alliances designed to expand the MTNY brand with local, regional, and national partners including Broadway, McDonalds, Dunkin Donuts, Disney, Marvel, Nickelodeon, Burger King, Proctor & Gamble, B & H as well as numerous key NYC attractions such as Top of the Rock, the Empire State Building, Big Bus, CitySights, the Rockettes and many more
- Maintained strong working relationships with NYC tourism partners, community and government affiliates, local and state tourism chapters and consistently analyzed, reported, and adjusted our efforts based on NYC tourism trends
- Supported Merlin Entertainment Group's efforts during the IPO process in 2013
- Served as acting Head of Marketing for SEA LIFE & LEGOLAND Discovery Center Dallas (3 months, 2013)

District Marketing Manager

11/2006 – 4/2008

Borders Books & Music

Regional marketing manager leading all marketing, special events, promotions, partnerships and PR efforts for 12 North Carolina and coastal VA Borders superstores in order to drive sales, develop customer loyalty and build on Borders' position as a brand leader.

- Partnered with District Managers and the Regional Director to determine district marketing objectives, develop and execute the annual marketing plan and manage the area marketing budget
- Planned and executed events including speaking engagements, signings, and performances with authors and artists such as Maya Angelou, Cal Ripken, Jr., David Baldacci, Nicholas Sparks, Elizabeth Edwards, Anuna, Jenna Bush, Sister Hazel, Stephanie Pearl McPhee and more

- Developed partnerships with media and community organizations to increase Borders market presence resulting in a 2000% increase of added promotional value including TV, radio, print, and area sponsorship
- Managed PR and media relations for all district events, increasing PR value by 145+% YOY
- Maintained event execution standards and store brand identity, training GM's and supervisors on corporate event standards, and ensuring all stores comply with Borders brand management policies
- Successfully launched the grand openings of 12 Seattle's Best Coffee Cafés and a Borders Superstore

SAO Events

President | Event Planner

3/2005 – 10/2007

Event planner for full-service event management company specializing in weddings and corporate events. Secured and managed clients, designed and produced weddings and special events, managed all logistics, oversaw vendors including caterers, florists, production companies, budgeting, website design and maintenance, marketing & promotion, and contracted staff.

Head of Marketing

The Maryland Zoo in Baltimore

12/1999 – 5/2005

Senior Marketing Officer for a top MD attraction, directing all in-house marketing including short & long-term strategic planning, media, promotions, PR, communications, design, web/digital, and special events. Delivered annual volume and revenue targets YOY, oversaw a \$550K annual budget and a staff of 10.

Marketing Manager | 8/2000 – 7/2002

Marketing Coordinator | 12/1999 – 8/2000

- Developed and implemented the annual marketing plan that outlined goals, strategies, and accountability for all visitor volume, event and sales revenue as well as driving annual memberships
- Planned, promoted, and executed major seasonal events, generating 18,000-25,000 visitors per event, including Bunny BonanzaZOO, ZooBOO, ZOOLights, and the annual gala Zoomerang. Secured media and paid sponsorships of \$25-50K per event
- Created *Brew at The Zoo*, the Zoo's bi-annual beer & wine festival that produced revenue 200% above initial projections and is currently their top fundraiser. Efforts included design, full scale event planning from sponsorship and logistics, marketing, and execution
- Oversaw all external communication from content to design including campaign development, PR efforts, the quarterly ZOOGram publication, all promotional and educational materials, website as well as a web redesign resulting in a 300% increase in site traffic
- Developed and executed the regional marketing and PR campaign for a \$6M exhibit opening, *Polar Bear Watch*, resulting in a 30% increase in incremental attendance. Supported the exhibit design including visual identity, signage, content & imaging as well as the structural components
- Directed the launch of a new brand identity, from The Baltimore Zoo to the Maryland Zoo in Baltimore, including creative direction, production, creation of brand guidelines, PR launch and on-grounds imaging
- Secured and managed annual promotions valuing over \$900,000 in added value with 10-20% increases YOY

EDUCATION

Bachelor of Science • University of Baltimore

Business Management & Marketing