

SEAVOTEL

ASSOCIATE DIRECTOR, BRAND PARTNERSHIPS

(917) 743.7647 | SEAVOTEL@GMAIL.COM | NYC | [LinkedIn](#)

PROFESSIONAL SUMMARY

Accomplished partnerships leader with 15 years of experience across the design, fashion, and luxury industries. Most recently driving \$1.2M+ in annual revenue as Associate Director of Brand Partnerships at *The Business of Fashion*, where I led collaborations with global luxury and lifestyle brands across flagship events, branded content, and digital platforms. Skilled at crafting and executing high-impact sales strategies that accelerate growth, strengthen brand positioning, and cultivate long-term executive-level relationships. Recognized for delivering results with precision, charisma, and discerning taste, while fostering cross-functional collaboration and staying ahead of emerging trends in dynamic, high-tempo environments.

WORK EXPERIENCE

The Business of Fashion | NYC, Associate Director, Brand Partnerships May 2025 – Nov 2025

- Spearhead commercial partnerships across luxury & lifestyle verticals (design, interiors, real estate, hospitality, travel, art, watches & jewelry) with responsibility for a \$1.2M annual quota.
- Drive consistent revenue growth by securing six-figure multi-channel partnerships, surpassing quarterly sales benchmarks and expanding BoF's partner portfolio.
- Lead negotiations and activations with global brands (e.g., Shopify, Chase Sapphire, Pantone, Soho House, Yabu Pushelberg), structuring campaigns that align client objectives.
- Oversee high-profile integrations across flagship events (BoF 500, VOICES, Global Beauty Forum, CROSSROADS), branded content, and digital campaigns, ensuring measurable ROI for clients.
- Facilitate 25 senior-level client meetings per quarter, advising C-suite stakeholders on brand positioning, luxury consumer engagement, and growth strategies.
- Collaborate cross-functionally with Events, Marketing, Operations and Content Strategy teams to deliver seamless campaign execution, strengthening client retention and satisfaction.
- Provide strategic reporting and performance insights that reinforce BoF's role as the global authority in fashion and luxury, driving long-term client investment.

1stDibs | NYC, Senior Client Partner 2024 - 2025

- Promoted to Senior Client Partner on the Trade team for consistently delivering 100%+ of revenue targets, driving 40% growth for Platinum-level accounts, and leading cross-functional teams to achieve client retention rates and business expansion across high-value Trade designer accounts.
- Successfully expanded client portfolio to include a diverse range of platinum-tier accounts post-promotion, enhancing strategic relationships and driving significant revenue growth through tailored solutions and exceptional service.
- Spearheaded business growth and retention strategies for 205 prestigious global interior design, art advisory, and architecture firms, driving substantial revenue growth for the Trade business across relevant market segments.
- Surpassed performance benchmarks, generating \$4M in quarterly revenue with a 100%+ run rate significantly contributing to 1stDibs' overarching success.
- Lead 35+ strategic client engagements quarterly, advising principal designers and stakeholders on business optimization, market trends, and creative project objectives.
- Fostered deep brand loyalty by seamlessly integrating 1stDibs' marketing/editorial platforms, elevating custom sourcing/art curation, and providing comprehensive project management and logistical support.

- Managed and grew firm portfolios with annual spend ranging from \$50K to \$700K, maintaining a client retention rate of 85%+ quarter over quarter.
- Demonstrate cross-functional leadership by collaborating effectively with Finance, Marketing, Operations, Legal, and Product teams, ensuring execution and success of high-impact initiatives to boost customer retention.

1stDibs | NYC, Client Partner

2022 – 2024

- Spearheaded business growth and retention strategies for 185 prestigious global interior design, art advisory, and architecture firms, driving substantial revenue growth for the Trade business across multiple market segments.
- Consistently surpassed performance benchmarks, generating \$3M in quarterly revenue with a 100%+ run rate significantly contributing to 1stDibs' overarching success.
- Managed and grew firm portfolios with annual spend ranging from \$10K to \$250K+, maintaining a client retention rate of 80%+ quarter over quarter.
- Developed a comprehensive go-to-market strategy for the Trade division that realigned team priorities and created a framework for data-driven decision-making, enhancing client impact and driving revenue growth.
- Secured a notable high-profile single sale in 2023—a \$200K Antique Persian Serapi Rug (circa 1880)—contributing ~1% to the company's quarterly GMV goal.

SISEA | NYC, Founder

2019 – 2022

- Founded SISEA, a female-led ecommerce brand specializing in curated vintage fashion and lifestyle products, attracting a discerning audience and achieving a 115% increase in customer engagement within the first year.
- Directed comprehensive brand development initiatives, overseeing marketing, financial planning, inventory management, and social media strategies, resulting in 4x growth in online sales within 12 months.
- Collaborated with the SISEA team to craft an exceptional customer experience, seamlessly integrating ecommerce operations that enhanced brand perception and increased repeat purchases by 30%.
- Designed and launched SISEA's debut product line of silk scarves, achieving a sell-out within just two months and donating 10% of all sales to the Solar Sister organization, reinforcing the brand's commitment to social responsibility while generating \$20K in revenue.

WHIT | NYC, Senior Account Manager

2015 - 2019

- Developed sales, marketing, and communications initiatives for a leading contemporary womenswear brand, forging strategic partnerships with prestigious retailers such as Moda Operandi, Shopbop, Takashimaya, Beams, Neiman Marcus and Harvey Nichols, significantly enhancing brand visibility and market presence.
- Drove 30%+ year-over-year wholesale sales growth from 2015 to 2019 by cultivating high-value retail buyer relationships and leveraging data-driven sales strategies to pinpoint and capitalize on high-demand products.
- Executed comprehensive seasonal market analysis and reporting, uncovering key growth opportunities that propelled product performance and facilitated category expansion across market segments.
- Collaborated closely with buyers during market appointments, presenting seasonal collections, providing advice on assortments and facilitating a smooth handoff of all wholesale purchase orders to the factory for efficient processing.
- Orchestrated the complete lifecycle of high-impact seasonal initiatives, including international trade shows in NYC, Paris, and LA, as well as fashion week presentations, while managing press relations and campaigns to boost brand engagement.

Ergodyne | Minneapolis/St. Paul, Product Development Associate

2013 - 2015

- Led the product development process for a robust portfolio of over 80 SKUs in a high-performing workwear collection, encompassing cutting-edge apparel and innovative cooling and heating gear, resulting in enhanced product diversification and market appeal within the construction industry.
- Achieved a 20% year-over-year increase in market share through strategic product repositioning and the launch of frontline-tested solutions, driving sustained profitability across apparel and accessory categories.

- Engineered an award-winning redesign of a Phase Change Evaporative Vest, successfully securing a U.S. patent and propelling a staggering 90% surge in sales within the cooling wearables category, solidifying its status as a market leader.

Target | Minneapolis, Design Partnerships Specialist

2011 - 2013

- Played instrumental role in managing multi-million-dollar design collaborations with prestigious luxury brands such as Missoni, Jason Wu, Kate Young, Phillip Lim, and Neiman Marcus for the exclusive Holiday collection, significantly boosting brand engagement, generating widespread buzz, and driving substantial business growth.
- Strategically facilitated comprehensive campaign initiatives for each design partnership, collaborating with elite creative agencies to craft compelling, on-brand marketing campaigns that engaged target audiences and elevated brand prestige across print, TV, in-store displays, online platforms, social media, and out-of-home advertising.
- Served as the primary liaison for cross-functional teams, ensuring seamless communication and project management throughout all design partnerships, which led to a 30% reduction in project turnaround time and improved execution efficiency.

EDUCATION

University of St. Thomas | Minneapolis/St. Paul | BA in Journalism/Communications

2008-2010

DePaul University | Chicago | Journalism/Communications (transferred in 2008)

2006-2008

PROFESSIONAL SKILLS

Strategic Leadership

Progressive Thinking

Uncompromising Integrity

Agile Adaptability

Focused Innovation

Savvy Negotiation

Consistent Collaboration

Data-Driven Analysis

Market Intelligence

Authentic Communication

Creative Problem-Solving

Steady Confidence

TECHNICAL SKILLS

Google Suite

Adobe Creative Suite

Salesforce

SEO

Microsoft Office Suite

Slack

Mailchimp

Google Analytics

Squarespace

Shopify

Looker

Instagram

Pinterest

TikTok

Snapchat

QuickBooks

LANGUAGES

English (native)

Spanish (conversational)

Italian (learning, beginner)

French (learning, beginner)

References available upon request.