

Brooke Nestor Josebachvili

SUMMARY

Strategic marketing leader with 16 years of experience shaping ideas into brands, stories, and marketing that moves people. Brings together brand strategy, creative, content, partnerships, and growth, with experience building marketing functions, launching new initiatives, and turning audience engagement into business results.

WORK EXPERIENCE

NationSwell – Remote

Director, Marketing and Communications: 2023-Present

- Own marketing for a 160-member social-impact organization reaching 25K+ monthly visitors, setting strategy across brand, content, growth, partnerships, and communications.
- Define the lifecycle of integrated marketing campaigns across content, events, partnerships, and digital channels.
- Advise senior leadership on brand, audience, growth, and marketing opportunities, translating organizational priorities into action across full organization.
- Led award-winning brand and content work recognized with **15+ industry awards**, including Anthem Awards, Webby Awards, w3 Awards, and D&AD.
- **Grew site traffic 60%, engagement 50%, and LinkedIn 172% YoY** through an organic growth strategy spanning content, SEO, social, and partnerships, without paid media.
- Modernized NationSwell's marketing infrastructure to better support audience growth, engagement, and measurement.
- Led development of the Knowledge Hub, turning a fragmented collection of research and content into a centralized experience for members, prospects, and the public, with measurement built into the customer journey.

Associate Director, Brand and Content Marketing: 2021-2023

- Set content and editorial strategy across digital, social, email, and events.
- Developed thought leadership campaigns that turned research, member expertise, and emerging ideas into accessible content for senior social-impact leaders.
- Created editorial standards, messaging frameworks, and processes to optimize content creation and distribution.
- Led executive communications across digital, social, and events across audiences and channels.

Impactree - Remote

Director of Marketing and Strategic Partnerships: 2020-2021

- Led brand positioning and market strategy, clarifying the company's value proposition and competitive position.
- Developed the partnership strategy and managed opportunities from outreach through negotiation to execution.
- Owned all internal and external communications and community building, from messaging and content to audience engagement

Marketing Consultant- Remote

Multiple Companies: 2018-2020

- Advised impact-driven organizations and startups on brand positioning, messaging, content, and marketing strategy.
- Developed launch campaigns, messaging systems, and digital content for new products and initiatives.
- Clients included VICI Sports (now FanFest) and Blue Cross Blue Shield of Massachusetts.

Fox Broadcasting Company – New York, NY

Associate Director, Client Solutions: 2016-2018

- Led branded content and partnership campaigns across linear, digital, and social platforms, **generating \$100M+** in annual incremental revenue.
- Turned advertiser objectives into integrated campaigns, working across creative, production, talent, sales, and executive teams from strategy through execution.
- Managed high-visibility programs across multiple platforms, balancing creative, audience, and commercial priorities.

Viacom Media Networks – New York, NY

Marketing Manager, VHI: 2014-2015

- Developed and executed over **50 multi-channel, client-specific** custom content campaigns to **stimulate \$20M** in incremental ad revenue
- Led creative and production teams to deliver custom digital, social, and on-air content.
- Worked directly with talent during shoots, events, and digital productions to ensure strong storytelling
- Optimized content packages for multi-media delivery

LivingSocial – Baltimore, MD, New York, NY

National Sponsorship and Partnerships Manager: 2012-2013

- Sourced, negotiated, and closed experiential and brand partnerships, **generating \$10M+ in incremental revenue.**
- Owned partnership execution, coordinating marketing, creative, production, and brand teams across **16 U.S. markets.**
- Designed narrative-led brand activations that balanced sponsor objectives with consumer experience and brand trust. Evaluated partnership performance and optimized future deals based on engagement, reach, and revenue impact.

Baltimore-DC Manager, Adventures: 2011-2012

- **Launched and operated** the regional events division, designing and producing high-demand local experiences.
- Built and managed a portfolio of experiential events that grew brand affinity and expanded the consumer base.
- Developed content and marketing materials to promote events across email, social, and partner channels.

Johns Hopkins University – Baltimore, MD

Health Promotion Specialist: 2008-2011

- Managed the implementation & evaluation of all on-campus education campaigns relating to community health.
- Developed digital and on-campus health communications campaigns focused on wellness and mental health.

ACADEMIC HISTORY

James Madison University – Harrisonburg, VA

B.S. in Health Science, Biology Minor (Cum Laude Honors): 2004 – 2008

SKILLS

Brand Strategy | Integrated Marketing | Growth Marketing | Content Strategy | Editorial Strategy | Audience Development | Go-to-Market Strategy | Messaging | Thought Leadership | Integrated Campaigns | Executive Communications | Strategic Partnerships | SEO | Email Marketing | Event Marketing | Cross-Functional Leadership | Stakeholder Engagement | Marketing Analytics | Performance Measurement | HubSpot | Salesforce | Airtable | Project Management