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Experiential Marketing & Events Leader

Experiential marketing and event strategy leader with 9+ years developing and leading large-scale event platforms, brand activations, and creator-driven campaigns for global brands and creative communities. Oversees a portfolio of 200+ annual events including trade shows, product launches, influencer workshops, community programming, and hybrid experiences. Skilled at bringing together global brands, ambassadors, and internal stakeholders to concept and deliver high-impact experiential initiatives that strengthen brand partnerships and community engagement. Experienced managing \$5M+ in sponsorship revenue while translating live event experiences into multi-channel marketing campaigns across digital, social, and in-person platforms.

B&H Photo Video New York, NY - 10/2017 - Present

Events & Experiential Marketing Manager

- Lead strategy and execution of a 200+ annual event portfolio spanning brand activations, influencer workshops, ambassador-led programs, trade shows, livestreamed product launches, and hybrid experiences.
- Produced large-scale industry events including B&H's BILD conference activations and NAB Las Vegas networking events, convening 1,800–2,000+ creators, brand partners, and industry leaders.
- Built and scaled the Event Space department into a major experiential marketing platform, developing the programming strategy and activation roadmap that connects brand storytelling, community education, and retail engagement.
- Cultivated a network of brand partners, ambassadors, creators, and industry leaders to drive sponsorship revenue, event programming, and collaborative marketing initiatives.
- Directed global brand partnerships with companies including Sony, Canon, Apple, Fujifilm, and RED, aligning brand marketing initiatives with experiential campaigns, product launches, and creator-led programming.
- Serve as a key decision-maker across internal leadership, brand partners, ambassadors, and external stakeholders, aligning priorities and delivering integrated campaigns across live events, digital content, and retail activations.
- Drive cross-functional collaboration across marketing, creative production, retail leadership, digital teams, and brand executives to develop and execute high-impact brand experiences.
- Led and developed cross-functional teams of up to 18 direct reports across video, event production, and content operations, building a collaborative culture while driving operational efficiency and creative output.
- Manage event budgets, sponsorship revenue, vendor partnerships, and large-scale production timelines while ensuring high-quality execution.
- Built KPI dashboards and reporting frameworks to measure event engagement, sponsorship performance, and retail impact, informing executive decision-making.
- Spearheaded hybrid event infrastructure during digital expansion, integrating livestream production and post-event content strategies that extend the life of events across YouTube, social media, and marketing campaigns.
- Develop scalable operational systems and workflows that increased event output and team efficiency without increasing overhead.

Video Content & Creative Production Manager 2019 – 2022

Expanded responsibilities to oversee video production and digital content strategy while continuing to support Event Space programming and experiential initiatives.

- Directed three cross-functional creative and production teams (18 total direct reports), overseeing video, event, and content operations for integrated marketing campaigns.
- Executive produced product launch campaigns across digital, YouTube, social, and in-store channels.

- Managed production budgets, vendor partnerships, resource allocation, and scheduling to ensure on-time, high-quality execution.
- Grew B&H's YouTube channel to 900K+ subscribers through editorial leadership, launch strategy, and performance-based programming.
- Implemented streamlined creative operations processes that reduced turnaround time and improved cross-department collaboration.

Frames Data (Jobson Healthcare) New York, NY - 09/2014 – 10/2017

Studio Marketing Manager

- Led cross-functional creative teams producing B2B photo, video, and editorial campaigns supporting product marketing and brand visibility.
- Directed production for publications including 20/20 and Vision Monday, aligning creative output with business objectives.
- Implemented a Digital Asset Management (DAM) system, reducing production turnaround by 20%.
- Managed budgets, vendor relationships, and campaign timelines to ensure efficient delivery and profitability.

David Arky New York, NY - 11/2013–10/2014

Photo Editor & Digital Asset Manager

- Managed high-end image editing and publication workflows for national media clients including Forbes.
- Implemented a Digital Asset Management (DAM) system, digitizing and archiving legacy assets to improve operational efficiency.
- Oversaw color proofing and retouching standards to ensure brand and publication consistency.

Education

Parsons School of Design, The New School
Bachelor of Fine Arts

Skills

Experiential & Brand Marketing, Integrated Campaign Strategy, Event & Trade Show Production, Sponsorship & Revenue Management, Cross-Functional Team Leadership, Creative Production (Video/Photo), Budget Oversight & Forecasting, KPI Development & Analytics, Workflow Optimization, Brand Partnerships & Strategic Alliances, Vendor & Agency Management