

RIANNA MCNEILL

Marketing Leader with 15+ years in brand strategy, executive sales and marketing in luxury niches.
Professional Photographer, Content Creator, Graphic Designer, Artist, Athlete and Musician.



www.riannamcneill.com
riannamcneill@gmail.com
(905) 767-1202

Expertise

Adobe Suite (Illustrator, Photoshop, Premier Pro)

WordPress/CSS Development

Photography & Videography
Drone Pilot

Social Media
& Influencer Marketing

Public Speaking
& Copywriting

Leadership & Relationship
Building

Education & Volunteer

Rotary Board Member
2024-2025 | Rotary Youth
Leadership Symposium

LLQP & MFDA Licensing
2018 | FSRA Canada

Durham College | 2014
Business Administration
Marketing

Marketing Manager | Hyperbole Creative | www.riannamcneill.com | 2014 - 2026

E-Commerce: Build and maintain e-commerce websites on Wordpress & Shopify including domain registration, product photography and platform integrations.

Marketing Direction: Develop marketing plans, sales, CRM, and social media workflows for lead generation, tracking campaign ROI and customer acquisition.

Social Media Management: Full service UGC photo/video content production for products, services, lifestyle & athleisure (landscape, vertical, short/long-form).

Paid Ads: Manage 10k monthly in ad spend (Google Ads, Google My Business, Instagram, YouTube, Facebook, TikTok, Snapchat, Pinterest, Kijiji)

Graphic Design & Illustration: Expert level proficiency in graphic design layouts & custom vector illustration for digital and print collateral.

Copywriting: Expertise in English copywriting with strong grammar and sentence structure in a natural and professional tone.

Strategic Consulting: Understanding of Angel Investor/VC ecosystems, optimizing market positioning and investor communications.

Analytics & KPIs: Establish KPIs, monitor analytics and report data driven analysis.

Marketing Manager - Canada | HOKA | 2019 - 2022

Product Education: Train retail staff across 500+ stores on product knowledge to drive sales and brand awareness. (MEC, Sporting Life, Running Room, SSENSE)

Influencer Management: Direct nationwide influencer and staff seeding campaigns. Selecting and managing 300+ micro/macro influencers.

In-Store Activations: Manage nationwide in-store events, races and activations, offering brand support, logistics, product displays, and team support.

Promotional Merchandise: Design and produce branded merchandise for retailers, events and consumer activations.

Brand Strategy: Spearhead strategies driving 112% YoY revenue growth, securing #2 spot in Canadian run specialty footwear market.

Global Collaboration: Partner with Global Marketing teams and agencies to execute seasonal product launches, aligning storytelling for Canadian marketplace.

Localized Assets: Customize print and digital assets for English/French demographics and specialty retailers.

Marketing & Sales Executive - North America | Perma Brands | 2016 - 2019

Luxury CPG Portfolio: Manage portfolio of 30+ global grooming brands across 3,500+ retailers driving brand growth in North America.

SKU Optimization: Oversee 4,000+ SKUs for physical and digital distribution and department store channels, optimizing inventory and sales funnel efficiency.

National Account Manager: Direct the SportClips (1,800 stores) and Tommy Guns (75 stores) accounts, leading strategic growth initiatives for high volume retailers.

Trade Shows: Lead cross-functional teams in planning/executing nationwide trade shows, elevating brand presence, lead generation, and customer engagement.

Sales & CRM Automation: Leverage CRM and marketing automation for B2B and B2C channels.



RIANNA MCNEILL

I admire the effectiveness of a strong brand; whether it's a Harley Davidson or a Birkin, is it luck or is there a plan behind what brands become embedded in the minds of consumers? My skill, creativity and perception give me the ability to understand the mechanisms that drive key factors like attention and interest. I thrive on being structured and proactive to leverage technology to enhance efficiency of valuable resources: time, money & energy.

As a professional athlete and bobsled pilot, my level of discipline, confidence, and competency is a testament to my ability to set targets and achieve them.

My career combines high levels of creativity and commercial insight, focused on luxury and niche markets serving high-net-worth clients across retail, services, and consumer goods. I've worked with D.R. Harris, a men's grooming line with Royal Warrants, and HOKA, where I led marketing during the brand's rapid rise in Canada. I have consulted for service-based businesses in financial services, law and real estate, which requires a wide range of demographic understanding.

My experience spans from startup incubation in venture capital markets to established multi-generational businesses, giving me a unique perspective on scaling growth in both new markets and with established clientele. My background in private wealth management, estate planning, and life insurance strengthened my understanding of financial strategy and client service.

I am exceptionally comfortable with public speaking, being in front of a camera, and engaging in experiential marketing. I have worked major trade shows such as One of a Kind, Fan Expo, Toronto Pro Supershow, The Women's Show, and Canada Food Show as a promotional model and spokesperson which refined my skills in event management and brand activations.

As a photographer and content creator, I've directed shoots for e-commerce, lifestyle, health, wellness and hospitality clients. I'm highly skilled in photo and video editing, copywriting, social media, and content strategy. I'm fluent in CRM systems, Zoho, Adobe Creative Suite, Google Workspace, Microsoft Office and Canva, using analytics to inform and optimize campaigns.

Whether leading teams, managing budgets, or running my personal jewelry brand in my spare time, I bring precision, creativity and accountability to everything I do.

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