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Desiree Natali

Integrated Marketing Leader, Brand Strategy, Consumer Growth

ABOUT ME

Integrated marketing and brand leader with 10+ years of experience building, positioning, and scaling consumer brands across women's health, personal care, and beauty. Experienced in driving growth across direct-to-consumer and retail channels through social-first brand building, integrated campaigns, strategic partnerships, influencer marketing, and consumer engagement. Combines creative vision with commercial strategy to build brand affinity, expand market presence, and deliver measurable business results.

EDUCATION

University of North Texas

MBA, Marketing GPA: 3.75

BBA, Marketing GPA: 3.89

SKILLS

Campaign Management & Execution
Founder-Led Brand Strategy
Influencer & Affiliate Marketing
Public Relations & Earned Media
Brand Partnerships & Experiential
Organic & Paid Social Strategy
Content Strategy & Creative Direction
DTC & E-Commerce Marketing
Email & SMS Marketing
SEO & GEO Strategy
Budget Management & Forecasting
Performance Reporting & Analytics

PLATFORMS & TECHNOLOGY

Social & Digital Platforms: Meta Business Suite, TikTok Suite, YouTube Creator Studio
Social Intelligence & Influencer Marketing: Sprinklr, Hootsuite, Curalate, Rival IQ, Iconosquare, Tribe Dynamics, Linkby
CRM & Marketing Automation: Klaviyo, Attentive, Mailchimp
Analytics & Reporting: Google Analytics, Google Ads, Looker Studio, Athena

WORK EXPERIENCE

Integrated Marketing Director

Lyra Collective | 2025 – Present

- Lead integrated marketing strategy and execution for LOLA and QRx Labs, connecting brand positioning, consumer insights, and channel strategy to drive awareness and growth.
- Own and optimize a ~$1M annual marketing budget spanning paid media, influencer partnerships, affiliate, experiential, content production, and lifecycle marketing.
- Lead organic search and emerging GEO strategies, strengthening brand visibility and authority across traditional search and AI-driven discovery.
- Lead strategic brand partnerships with organizations including the New York Liberty, USC Athletics, and Minnesota Lynx, overseeing out-of-home placements, large-scale product sampling programs, and experiential activations to drive brand awareness and product trial.
- Develop and lead cross-channel campaigns and go-to-market strategies, aligning creative, organic social, creator partnerships, paid media, PR, and lifecycle marketing around business objectives and KPIs.
- Established and launched a portfolio-wide Medical Advisory Board, building a network of healthcare experts to strengthen brand credibility, consumer education, and expert-led communications.

Director of Brand Experience

The Honey Pot Co. | 2020 – 2025

- Owned a ~$5M annual marketing budget across integrated campaigns, organic and paid social, influencer marketing, partnerships, experiential, and earned media.
- Built and scaled the brand's social-first marketing ecosystem, establishing the most-followed digital community in the intimate care category and strengthening brand equity through increased brand recall, customer repurchase, and efficient customer acquisition contributing to the company's successful acquisition.
- Launched and scaled the brand's TikTok Shop from inception, driving $300K in GMV and generating halo effects across Amazon and retail.
- Led integrated campaign strategy across 44+ product launches, connecting consumer insights, creative development, influencer partnerships, and retail activations to drive 100M+ annual reach.
- Directed full-funnel influencer and partnership strategies spanning celebrity, macro, mid-tier, and micro creators, healthcare experts, and affiliates; generated $15M+ in earned media value through integrated PR, social, and experiential campaigns.

Social Media Manager

The BAM Connection Agency | 2020

- Led paid and organic social media strategy across agency clients, including First Response Pregnancy, TheraTears Eye Care, and more.
- Advised clients and internal teams on channel performance, competitive insights, and social best practices to optimize content and inform cross-channel strategy.
- Managed paid social execution, including content trafficking, audience development, campaign optimization, and creative collaboration.