

# KARLA DOVER

## CONTACT

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## SUMMARY

Results oriented, high energy team leader with over 10 years experience working in a fast paced environment demanding strong organizational, creative, technical and interpersonal skills. Committed to creating superior brand and consumer experiences, while building strong customer and client relationships. Confident and poised in interactions with individuals at all levels, flexible and able to adapt to any type of environment.

## AWARDS

### 2016 PRO Awards

Jameson Black Barrel  
Movember Partnership

### 2014 Annual American Business Awards "The Stevies"

Marketing Campaign of the Year  
The Glenlivet Dram & Discover Program

### 2014 PRO Awards

Jameson Black Barrel Lounge @ The Northside Festival

## EDUCATION

### Fordham University

New York, NY  
September 2000 -  
May 2003

## WORK EXPERIENCE

### PERNOD RICARD

New York, NY  
July 2014 - Present

### SENIOR MANAGER EXPERIENTIAL MARKETING

In my current role I create and execute strategic, impactful and creative event experiences that deliver measurable results to drive brand awareness, consumer engagement, and trial for the company's award winning portfolio, including Absolut Vodka, Jameson Irish Whiskey, and The Glenlivet.

Manage budgets exceeding \$10 million annually, producing over 250 events a year, reaching over 1 million consumers. Participate in strategic planning of all experiential programs, with a specific focus on brand and trade advocacy.

Responsible for the creation and implementation of an integrated and consistent approach for experiential marketing throughout the larger organization. Manage multiple agency partners, and an Associate Manager.

### MANAGER NATIONAL EVENT MARKETING

Managed the direction and execution of both consumer and trade events and sponsorships across the Pernod Ricard USA spirits portfolio. In this role I researched, developed, measured and merchandised event strategies and platforms, working closely with brand and field to ensure all stakeholder objectives were met.

### ASSOCIATE MANAGER NATIONAL EVENT MARKETING

Managed the execution of events and sponsorships across the Pernod Ricard USA spirits portfolio. One of 20% of employees retained during Pernod Ricard's acquisition of The Absolut Spirits Company in July 2008.

### COORDINATOR EVENTS AND PUBLIC RELATIONS

Supported all brand national initiatives and launches for all brands across the company's spirits portfolio.

### EVENT COORDINATOR

Worked with corporate communications as well as individual brand and mutual fund teams to identify their specific event and meeting needs and execute functions to the company's high quality standards.

July 2012 - July 2014

September 2008 - July 2012

### THE ABSOLUT SPIRITS COMPANY

June 2007 - September  
2008

### CREDIT SUISSE

New York, NY  
April 2004 - June 2007