

CARTER ETHERINGTON

Creative and Commercially Focused Marketing
Executive Fortifying Brands for Greater Relevance, Driving
Customer Engagement and Fueling Revenue Growth



FUNCTIONAL EXPERTISE

DTC & Trade Marketing

Brand Strategy, Identity
& Market Positioning

Creative Direction, Brand
Messaging & Visual Storytelling

Multichannel Brand Presentation
& Customer Engagement

Brand Partnerships & Integration

Marketing Communications

Crisis Management & PR Leadership

PROFESSIONAL DISTINCTION

Celebrated marketer widely
recognized for innovation and
commitment to excellence:

**Streamy Award | Eight Telly Awards
Silver Effie Award | Marketing
Brilliance Award**

TRAINED MEDIA EXECUTIVE & PUBLIC SPEAKER

Credited across major TV, digital and
print outlets, including *Crain's*, *New York
Times*, *Financial Times* and *Brandweek*

GLOBAL, CROSS-INDUSTRY MARKETING LEADERSHIP

Brand Experience:

Arbor Day Foundation | Diageo | Pottery Barn | Lindt Chocolate
MTV Networks | Delta Air Lines

Senior roles included VP of Marketing, Head of Marketing
Communications and Head of Brand Development, Partnerships
and Strategic Alliances, with earlier career up the ranks in
communications and the media space.

- **Transformed brand perception and fueled revenue growth during defining market periods** – aligning identity, capability and mission to brand messaging and leveraging market insights to build community and maximize consumer engagement.
- **Delivered \$135M+ in incremental sales and expanded customer base by up to 200%** through new revenue streams, increased brand visibility and profitable partnerships.
- **Defined an authentic, differentiated brand voice and unified creative direction.**
- **Created innovative campaigns and optimized media integration** across digital, social and influencer channels.
- **Aligned brand plans with sales goals**, bridged cross-functional teams and developed marketing leadership capabilities.

HIGH-VALUE PARTNERSHIPS & ALLIANCES

Leading authority in brand partnership strategy – extending
beyond conventional industry sphere, unlocking unique synergies
and achieving integration excellence.

Partnerships and marketing integrations with top brands:

American Express | Authentic Brands Group | Georgia-Pacific
HP | Hugo Boss | McLaren | P&G | PepsiCo | UPS | Salesforce
Sherman-Williams | Tom Ford | Tumi

EDUCATION

BA, Marketing | Indiana University