

## BRITTANY L. ASHCROFT

### PROFESSIONAL EXPERIENCE

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**January 2013 - Present**

**Silhouette Group**

**New York, NY**

Silhouette Group is a full service event planning and lifestyle marketing company that has the ability to transform an event by incorporating their unique design and production esthetic.

*Event Manager – contracted basis position*

#### Definable Projects

- Entertainment Conference - Super Bowl 2013 - Silhouette group was hired by a private equity company to host and plan their companywide event in New Orleans the week leading up to the Super Bowl. Assisted in logistical planning, design, and production duties for the conference to ensure a seamless and successful event.

**January 2011 - March 2012**

**TAYLOR SWIFT/ 13 Management**

**Nashville, TN**

13 Management is an artist management group that is solely committed to building and growing the Taylor Swift brand.

*Partner Brand Manager - COVERGIRL*

Principal manager responsible for maintaining and developing the brand relationship between the corporate sponsor COVERGIRL and the artist Taylor Swift. Managed all day-to-day tasks, adopted new creative concepts to pitch to partners to maximize the relationship

#### Definable Projects

- Managed approval process for all COVERGIRL TV, print and online ad campaigns in 2011 and 2012
- Traveled on the 2011 Taylor Swift Speak Now World Tour sponsored by COVERGIRL as the key liaison between 13 Management and COVERGIRL
- Integral role in the overall concept and execution of the Billboard award winning 2011 Taylor Swift Speak Now World Tour activation in the US and Australia
- Lead on “The Taylor Swift Look Contest with COVERGIRL” – A 10 month online Facebook application contest with Taylor Swift concert and meet and greet tickets as an incentive
- Organized “The Look Contest” marketing plan and traveled with the 2011 Speak Now Tour overseeing the program
- Participated with logistic planning, press and personal appearances for the launch of Taylor Swift’s fragrance “Wonderstruck” in 2011 in coordination with Elizabeth Arden
- Organized several strategic planning sessions in 2011 & 2012 covering new marketing and promotional concepts to enhance the relationships between Taylor and all corporate sponsors.

**April 2008 - January 2011**

**Cotton Council International**

**Washington, D.C.**

Cotton Council International’s mission is to increase exports of U.S. cotton globally through various promotional programs.

*International Programs Coordinator*

Managed and organized promotional programs to endorse all aspects of the U.S. cotton industry.

#### Definable Projects

- Organized all logistical aspects including; hotels, air and ground transportation, hiring of interpreters, all meeting arrangements, and activities for up to 50 people
- Coordinated meetings for COTTON USA Sourcing Program bringing together U.S textile mills and Latin American garment/yarn manufacturers to build business relationships, with prospects to purchase U.S. cotton for their facilities
- Facilitated and managed logistics and event registration process for bi- annual conference encompassing 250 global textile mill executives with 250 U.S. cotton exporters/ agents; focusing on developing and maintaining business relationships

### EDUCATION

**Ohio University**

**Athens, Ohio**

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**Bachelor of Specialized Studies Event Planning; concentration in Communications, Marketing & Management 2007**