

Emmaline Salles

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Professional Summary

I define what a brand stands for and carry that thinking into its messaging, creative direction, and marketing. My experience spans a corporate pivot, 200+ brand identities, team leadership, and fractional marketing leadership. I combine strategic judgment with daily artificial intelligence (AI) use to develop ideas, accelerate content, and build systems that help teams create with a clear, consistent point of view.

Skills

Brand Strategy & Positioning | Brand Marketing | Brand Architecture | Creative Direction | Go-to-Market (GTM) Strategy | Integrated Campaigns | Content Strategy & Copywriting | Brand Governance | Cross-Functional Leadership | Team Management | AI Content Workflows | Website Strategy & Development

Work Experience

Side, Remote (Real Estate) - Senior Brand Strategist - APRIL 2022 - PRESENT

- Led the brand strategy for Side's business pivot, connecting a new positioning and brand architecture to the launch. Aligned executive and legal stakeholders and partnered with design across visual identity, website, presentations, and advertising.
- Managed and developed three direct reports across brand strategy and copywriting, standardizing the process from discovery and creative briefs to finished brand work.
- Developed 200+ luxury real estate brand identities and 250+ creative briefs, translating positioning into voice and design direction. Cut naming timelines from 44 to 17 days and revision rounds from four to two; introduced a name bank to accelerate approvals.
- Drove \$300K+ in annual revenue and a 15% increase in engagement through brand messaging, advertising copy, and creative direction across paid and organic channels.
- Made Side's brand guidance usable across the organization through AI-powered tools and content workflows. Use AI daily for content ideation, brand alignment, and process improvement, applying strategic judgment and editorial review to keep output distinctive and accelerate turnaround.
- Partnered with the IT Director on answer engine optimization (AEO) content strategy, connecting brand guidance with how the business appears in AI-driven discovery.
- Brought the brand to life for 1,000+ conference attendees. Developed the 2026 Side x Side theme, messaging, and session strategy; the event earned a 4.8/5 satisfaction rating.

Noodle, Remote (Higher Education) - Senior Brand Strategist - MARCH 2020 - APRIL 2022

Promoted from Brand Strategist, January 2021

- Developed brand, value proposition, and GTM strategies for 24 universities, 65 programs, and 125+ launches, enhancing brand differentiation and market positioning.
- Created brand architectures, style guides, & vision statements across complex multi-program portfolios, delivering data-driven guidance to executive leadership & partner agencies.
- Applied proprietary frameworks including the Uncommon Denominator to develop targeted messaging strategies that increased brand awareness and audience engagement.

Stone & Flame, NJ (Entrepreneurship) - Owner - AUGUST 2018 - PRESENT

- Created Stone & Flame from the ground up, developing the products, brand strategy, and visual identity, then bringing the brand to market through a website, original photography, content, and marketing campaigns.
- Led advertising and organic outreach that expanded distribution into 30+ U.S. stores and launched the brand on Wayfair, Tundra, and Faire.
- Built and executed the marketing strategy across social media, email, and digital advertising, driving 50% year-over-year revenue growth and growing audiences to 3K+ on Instagram and 15K on TikTok.
- Shaped the complete customer-facing brand experience, from website design and copy to retail displays, trade show booths, and direct customer communications.

Watsco Ventures, FL (Tech) - Marketing and Sales Manager - NOVEMBER 2017 - AUGUST 2018

- Drove multi-brand marketing and copy strategy within the Ventures group, ensuring seamless execution and on-time project delivery through expert project management.
- Led end-to-end email marketing campaigns, coding in HTML & CSS and deploying via MailChimp, HubSpot, and Salesforce, resulting in a 50% increase in engagement.
- Served as the strategic bridge between marketing and design, streamlining workflows through detailed creative briefs, wireframes, and Photoshop assets.
- Championed the market research and go-to-market strategy for a new FinTech app, allowing customer success teams to keep retention rates over 80%.

Earlier - Marketing & Sales Assistant, Worldox NJ (2016 - 2017) | Marketing Associate, Nimblestack NY (2016) | Junior Communications Analyst, Restorando Argentina (2015-2016)

Brand Consulting & Independent Projects

Tondro Consulting | Fractional Head of Marketing for a Salesforce consultancy serving higher education. Developed positioning and strategic messaging, shaped company and founder social content, and supported internal marketing alignment.

IONx & NEBA | Brand books for academic organizations; NEBA website design, AI-assisted development, and all content.

Helafit | Supplement product naming, positioning, website copy, mission, vision, and brand voice.

Brand House & personal websites | AI-powered brand development tools and websites, combining brand strategy with Ironhack coding skills.

Education

Universidad Torcuato Di Tella, Buenos Aires - JANUARY 2011 - JUNE 2015 - Bachelor's Degree in International Studies

Ironhack, Florida - AUGUST 2017 - OCTOBER 2017 - Full Stack Web Development Bootcamp - JavaScript, HTML5, CSS3, jQuery, Angular 2, Node.js, Express, MongoDB

Languages: English - Native | Spanish - Native | French - Conversational.