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Global Brand & Creative Executive | Brand Transformation | AI-Enabled Marketing

Global brand and creative executive with 15+ years building, transforming, and scaling brands across Fortune 100 enterprises and high-growth technology environments. Combines senior-level brand strategy, creative leadership, and organizational transformation with hands-on craft across writing, design, film, production, and integrated campaigns. Applies AI to accelerate creative development, content, workflows, and marketing execution.

Proven record turning complex businesses and ideas into distinctive brand narratives, customer experiences, and cultural moments that earn attention and drive growth. Trusted advisor to C-suite and board leaders on positioning, creative strategy, transformation, and investment priorities. Builder of global teams and creative ecosystems spanning brand, creative, digital, content, experience, operations, agencies, and technology across 140+ markets.

CORE CAPABILITIES

- Global Brand Strategy & Transformation
- Creative Direction & Brand Storytelling
- Integrated Campaigns & Cultural Activations
- Customer Insights, Analytics & Measurement
- Digital, Content & Customer Experience
- Creative Operations & AI Transformation
- Agency, Production & Partner Leadership
- C-Suite, Board & Global Team Leadership

SELECT ENTERPRISE RESULTS

- Generated \$13.99M earned media value on \$1.84M investment (AIG Women's Open)
- Improved operational efficiency by 80% through AI-enabled marketing systems and governance
- Built and scaled a 50+ global marketing and creative organization
- Directed multimillion-dollar global agency and production ecosystems
- Led global marketing transformation and integrated campaign execution across 140+ markets
- Connected brand strategy, creative investment, and integrated experiences to customer engagement, earned attention, and enterprise growth

PROFESSIONAL EXPERIENCE

SVP, GLOBAL HEAD OF BRAND - AIG (AMERICAN INTERNATIONAL GROUP)

March 2024 – May 2025 | New York, NY

Led global brand, customer experience, and integrated marketing strategy across 80+ markets for a Fortune 100 enterprise

- Led implementation of AI-driven content, marketing systems, and workflows, improving production efficiency by 80% while increasing speed, personalization, and scalability across global campaigns.



- Integrated customer insights, analytics, and performance measurement into campaign and content strategy to drive engagement and ROI
- Partnered with Product, Digital, and business teams to align positioning, brand, and user experience across key customer journeys and digital touchpoints.
- Directed integrated global campaign strategy across paid, owned, and earned channels for the AIG Women's Open, generating \$13.99M in media value on a \$1.84M investment and increasing U.S. broadcast reach 60%.
- Modernized AIG.com and the global digital ecosystem to improve user experience, accessibility, and content effectiveness across regions and audiences
- Advised C-suite and board leadership on brand positioning, enterprise narrative, organizational transformation, and strategic marketing priorities.
- Owned and governed AIG's enterprise brand system across marketing, communications, digital, and product channels, ensuring regulatory alignment and consistency in partnership with Legal, Compliance, and Risk
- Led multidisciplinary global teams across brand, creative, digital, and operations, fostering a culture of accountability, experimentation, and high performance.

SVP, GLOBAL HEAD OF CREATIVE - MARSH

May 2016 – March 2024 | New York, NY

Led global brand, integrated marketing, and CX strategy across 140 markets, supporting enterprise growth across multiple business lines

- Partnered with business and sales leaders through annual and quarterly planning to align marketing investment with growth priorities, priority audiences, major opportunities, and pipeline needs across business lines and markets.
- Built and scaled a 50+ global marketing and creative organization supporting enterprise-wide marketing across regions and business units
- Led global campaign, content, and sales-enablement strategy supporting brand awareness, client engagement, and inbound enterprise pipeline.
- Partnered across business, Digital, and Analytics teams to translate customer and market insights into audience strategy, campaigns, content, and digital experiences.
- Partnered with senior leadership to translate complex financial and risk advisory offerings into clear, credible enterprise narratives, strengthening brand trust globally
- Directed multimillion-dollar global production and agency ecosystems, improving efficiency, scalability, and speed-to-market
- Led enterprise-wide marketing operations and workflow modernization across AEM, Workfront, Adobe Creative Cloud, Wrike, and Frame.io.
- Architected Marsh's enterprise design system and global brand guidelines for digital, experiential, product, and editorial channels
- Led enterprise communications initiatives supporting Investor Relations, High Net Worth, Product, and M&A activity
- Delivered co-branded campaigns and digital experiences with major partners including Amazon, Tesla, FedEx, and 7-Eleven



VP, CREATIVE DIRECTOR - COLLECTIVE

February 2011 – November 2014 | New York, NY

Built and led the full-service in-house marketing and creative agency for a high-growth ad tech and performance marketing company, partnering directly with Sales and Product leadership to attract, retain, and deliver for enterprise clients while supporting rapid growth, brand differentiation, and IPO readiness.

- Partnered with Sales and Product leadership on pitch strategy, product narratives, client acquisition and retention, and cross-platform marketing programs for brands including L'Oréal, Mars Wrigley, Diageo, Unilever, American Express, Prudential, and JetBlue
- Led brand, digital, integrated campaigns, events, executive communications, and IPO roadshow marketing in preparation for SEC filing
- Produced award-winning creative across digital, film, experiential, and product marketing, earning national media coverage and industry recognition
- Oversaw \$1M+ annual creative budget and drove operational scale

BRITTA HOSKINS – STRATEGIC ADVISORY | BRAND, NARRATIVE & MARKETING TRANSFORMATION

January 1998 – Present

Specialties include brand and growth strategy, CX/UX, integrated campaigns, executive narrative, marketing and creative operations, governance, and AI-enabled workflow innovation.

SELECT INDUSTRY & LEADERSHIP ENGAGEMENT

- Adobe Client Advisory Board (3 years) — advised on product roadmap and global creative-technology strategy; enterprise customer, advisor, and executive stakeholder in marketing technology adoption and transformation
- Speaker & mentor on brand strategy, creative leadership, and AI-enabled marketing transformation

EDUCATION

UNIVERSITY OF OXFORD – EXETER COLLEGE

1st, Creative Writing Studies; Certificate Program

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts, Mass Communication Studies | Minor, German Language Studies

Honors: Cum Laude - UCLA, Departmental Honors – Communication Studies, National Dean's List Scholar