

BRITTA HOSKINS

New York, NY | [linkedin.com/in/brittahoskins](https://www.linkedin.com/in/brittahoskins) | briittahoskins.com

Global brand, marketing, and creative executive with 15+ years of leadership across Fortune 100 companies and high-growth technology businesses. Builds brands, leads multidisciplinary teams, and transforms the operating models that turn business strategy into compelling campaigns, communications, and customer experiences. Combines executive perspective with hands-on creative direction and practical AI application. Experience includes global brand leadership at AIG and building a 50+ person creative organization at Marsh, with work spanning 140+ markets.

CORE CAPABILITIES

- Global Brand & Marketing Strategy
- Brand Positioning & Enterprise Storytelling
- Customer Experience & Digital Brand Experience
- Audience Insights & Campaign Measurement
- Creative Direction & Integrated Campaigns
- Marketing Operations & AI-Enabled Workflows
- Sales Enablement & Commercial Alignment
- Global Team Leadership & Operating Model Transformation

SELECT ENTERPRISE IMPACT

- Generated \$13.99M in media value on a \$1.84M campaign investment for the AIG Women's Open
- Introduced AI-enabled creative workflows to accelerate content development and campaign production at AIG
- Built and scaled a 50+ person global in-house creative organization at Marsh
- Expanded Marsh's creative capability from regional teams into a global organization supporting Marsh and Marsh McLennan

INDUSTRY LEADERSHIP & ADVISORY

- Adobe Client Advisory Board member for three years; advised on creative technology, enterprise adoption, and product roadmap
- Speaker and mentor on brand strategy, creative leadership, and marketing innovation



PROFESSIONAL EXPERIENCE

SVP, Global Head of Brand - AIG

March 2024 – May 2025 | New York, NY

Led global brand strategy, integrated campaigns, and creative operations for a Fortune 100 insurer operating across 80+ markets.

- Led integrated campaign strategy for the AIG Women's Open across paid, owned, and earned channels; the campaign generated \$13.99M in media value on a \$1.84M investment and increased U.S. broadcast reach by 60%
- Introduced AI-enabled tools and workflows into creative development and campaign production, accelerating iteration and content delivery
- Led brand and content improvements across AIG.com and global digital properties, working with digital teams to improve user experience and consistency
- Led enterprise brand governance across marketing, communications, and digital channels in partnership with Legal, Compliance, and Risk
- Advised executive leadership on brand positioning, enterprise narrative, and strategic marketing priorities
- Used audience insights and campaign measurement to inform creative strategy, content development, and optimization
- Partnered with Product, Digital, and business teams to align brand positioning, content, and user experience

SVP, Global Head of Creative – Marsh

May 2016 – March 2024 | New York, NY

Built and led Marsh's global in-house creative organization, delivering brand strategy, campaigns, communications, and digital experiences across 140 markets while also serving as creative lead for parent company Marsh McLennan.

- Built and scaled a 50+ person global in-house creative organization, expanding regional capabilities to support Marsh and Marsh McLennan
- Established a shared video production capability for Marsh and Marsh McLennan, hiring a senior producer, modernizing the studio, and introducing booking, production, remote-filming, and asset-management workflows
- Led creative strategy and execution for global brand campaigns, content, and sales-enablement programs; partnered across business, Digital, and Analytics teams to translate customer and market insights into audience strategy, campaigns, content, and digital experiences
- Translated complex risk and advisory offerings into clear brand narratives, campaigns, and executive communications
- Aligned creative priorities, resources, and investment with business growth plans through annual and quarterly planning with marketing, business, and sales leaders
- Modernized creative workflows across briefing, project management, review, production, and archiving using Workfront, Wrike, Tableau, Adobe Creative Cloud, and Frame.io
- Established global brand guidelines and design standards across digital, campaigns, events, and editorial communications
- Developed executive and corporate communications for Marsh and Marsh McLennan, including investor relations and M&A initiatives



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SVP, Global Head of Creative – Marsh (continued)

- Led creative development for co-branded campaigns and digital experiences with affinity partners including Amazon, Tesla, FedEx, and 7-Eleven
- Managed multimillion-dollar creative production budgets and agency partnerships, balancing internal capability with scalable external support
- Managed enterprise Adobe licensing across Marsh companies, connecting technology investment with creative capability and operational needs

VP, Creative Director – Collective

February 2011 – November 2014 | New York, NY

Built and led the in-house marketing and creative agency for a high-growth advertising technology company, partnering with Sales and Product on enterprise client acquisition, retention, brand development, and IPO preparation.

- Developed pitch strategies, product narratives, and cross-platform campaigns with Sales and Product for brands including L'Oréal, Mars Wrigley, Diageo, Unilever, American Express, Prudential, and JetBlue
- Led corporate brand development, digital experiences, executive communications, and IPO roadshow marketing
- Led creative development across digital, film, experiential, and product marketing, earning national media coverage (*The New York Times*, *MediaPost*) and industry recognition (*Advertising Age*)
- Managed a \$1M+ annual creative budget and built production capacity to support a growing enterprise client base

Independent Brand, Marketing & Creative Consultant

1998 – Present | Independent practice, including alongside corporate roles

Advise organizations on brand positioning, marketing and creative transformation, and communications, combining strategic counsel with hands-on creative development.

- Developed brand identities, websites, and marketing materials for businesses, nonprofits, and political campaigns, including naming, identity, and sales collateral for Zapp360/AdMessenger
- Created marketing collateral, presentations, and promotional web content for clients including Ortho Clinical Diagnostics (Johnson & Johnson), Flashtalking, BarkBox, Rodale Publishing, and Time Out New York
- Led branding, website, and content development for Sunlit St John; wrote, produced, edited, and directed the “Draw the Line” Coral Bay preservation video

EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Arts in Communication Studies | *cum laude*
Minor in German

University of Oxford, Exeter College

Creative Writing Certificate Programme, First-Class Honours (1st)

