



Bree Erin Brownlee

Results-driven leader with a deep expertise in product marketing and integrated communications, known for empowering high-performance teams to exceed marketing objectives and drive innovation in competitive markets. Adept at devising and executing robust strategies that enhance market positioning and drive sustainable growth, while building lasting relationships with key stakeholders and cross-functional teams. Dedicated to blending strategic insight with a people-first approach to foster a collaborative culture and propel business success through impactful advertising campaigns and advanced analytics.

EXPERTISE



solutions architect



vibrant leader & culture creator



dynamic & captivating presenter



meticulous efficiency expert

CORE COMPETENCIES

Team Leadership & Mentorship,
Brand Strategy & Management,
Brand Positioning & Creative Strategy,
Conference, Meeting & Event Logistics,
Contract Negotiations, Vendor
Management, Presentation Design &
Storytelling, Communications, Budgeting
& Forecasting, Operations Management

TECH PROFICIENCIES

Mac OS, Generative AI & Virtual Assistants,
Microsoft Office, Adobe Acrobat Pro,
Basecamp, Zoom, working knowledge of
Adobe Photoshop

EDUCATION

Alma College, 2004
BA in Media & Mass Communications
BA in Theater & Dance

CONTACT

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Lake Orion, MI

MARKETING EXPERIENCE

Leo Burnett | August 2004 – present (A Full-Service Advertising Agency Under Publicis Groupe)
Senior Vice President, Group Account Director | Feb 2019 – Dec 2024

Leveraged business acumen to spearhead all facets of agency operations with a keen focus on driving strategic planning, client engagement, team leadership, financial management, and business expansion. Established and strengthened professional relationships with key clients, partners, and stakeholders.

- Spearheaded the stewardship of General Motors Customer Care & Aftersales business, including Certified Service, ACDelco, GM Genuine Parts, Chevrolet Performance, GM Powered Solutions, GM Financial, and MobileService+, leading a dynamic team of 60 and overseeing over \$9M in revenue.
- Pioneered innovative, creative solutions for complex B2B and low-interest consumer market challenges, driving significant business growth and engagement.
- Developed a cutting-edge AI solution called hiAI that integrates the expertise of top industry professionals (human intelligence) with advanced AI technology, enhancing efficiency and collaboration.
- Generated over \$3M in incremental revenue for the agency via business expansion.
- Served as an Executive Leadership Team Member at Leo Burnett Detroit, playing a pivotal role in strategic decision-making and organizational leadership.
- Chaired cultural initiatives as the Culture Executive Chairperson, fostering a vibrant and inclusive workplace environment.

NON-PROFIT EXPERIENCE

Gamma Phi Beta | 2012 – present

Dynamic event management professional and advocate for empowering female leadership, renowned for orchestrating large-scale events and impactful training programs.

- Member of the 150th Celebration Events Committee (2021–2024), planning and executing three-day, coast-to-coast series of in-person activities for international Gamma Phi Beta members of all ages.
- Served as an elected member of the Nominating Committee (2022–2024), actively involved in identifying, recruiting, and slating candidates for President, Vice Presidents, and the Nominating Committee.
- Led leadership training sessions as a Lead Facilitator (2019–2021) for collegiate executive council members, managing in-person large group sessions with 500 attendees, breakout groups of 25 attendees, and various virtual sessions.

ScotDance USA | 2009 – present

Successfully chaired multiple National Championships, expertly orchestrating international five-day events for over 1,200 attendees, featuring dance competitions, social events, meetings, outings, and banquets.

Alma College Alumni Board | 2011 – 2017

Served as Secretary for the Alumni Board of Alma College, playing a key role in strengthening alumni interests, boosting recruitment and admissions, and enhancing faculty engagement and student/alumni relations.

AWARDS & ACCOMPLISHMENTS

- 2024 Bronze Effie for General Motor's automotive technician recruitment integrated campaign
- 2024 ScotDance USA Distinguished Service Award recipient for contribution of talents to the organization
- 2019 Gamma Phi Beta 40 Under 40
- 2014 Leo Burnett Star Reacher recipient, an annual award of the most ambitious & forward-thinking individuals in the worldwide network
- 2009 Alma College Outstanding Young Alumni Award recipient for loyal service to community, Alma College and leadership excellence
- Disney Institute Graduate