

# MARGARET MAGNARELLI

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Strategic marketing executive specializing in premium foods. Combines a journalist's approach to culinary storytelling with data-driven digital expertise to drive millions of dollars in revenue.

Consistently delivers ROI through mouth-watering campaigns, delicious IRL experiences, purposeful partnerships, and innovative e-commerce and growth strategies. Exceptional people leader with a superpower for building high-performing teams. Known for breaking down silos and aligning stakeholders. Transforms marketing from a cost center into a revenue engine, balances brand building with bottom-line results, and champions projects that inspire brand love.

## BALDOR SPECIALTY FOODS

VP, Marketing & Communications | 2022-present

Lead all marketing and communications at the largest premium food distributor to restaurants and retail in the Northeast and Mid-Atlantic. Was hired to make marketing revenue attributable and deliver stronger positioning against national competitors with deeper pockets. Built a team that delivers **1% average sales lift** across activities for a total of **\$4MM in attributable revenue in 2025**. Restructured and grew team for greater efficacy, across digital (website, email, paid), brand (creative, content, events, social, comms/PR), marketing intelligence (analytics, audience, research), customer experience, and partnerships. Focus is on building brand love, growing basket size and acquiring customers. Also responsible for corporate strategic planning process. Highlights:

- **Oversaw development of brand refresh and first-ever brand campaign.** Brought on brand agency Alright to develop new positioning, tone of voice and visual look and feel for Baldor, as well as an ad campaign "[Baldor Delivers](#)" that speaks to our unique value proposition for both customers and vendors. Rebranded acquired butchery company [Golden Meat Co.](#) with a new positioning, logo, trucks, box designs, visual identity, and digital presence.
- **Created brand materials to help drive sales,** including brand sell-in deck, [award-winning biannual magazine](#), glossy product catalogues, POS sheets, brochures, seasonal planners, stylish swag, "event-in-a-box" kits, coupon codes, and sales blitz education materials. Developed presentation that resulted in multimillion-dollar contract with Yale.
- **Developed scalable model for customer acquisition.** Used third-party data to provide list of thousands of marketing-qualified leads to sales for expanded delivery zones. Created direct mailer to potential customers. Developed an acquisition campaign targeting leads and lookalikes via social media ads, SEM, and OTT, delivering 200 new accounts since March '25, at cost per application of \$50 and average customer monthly value of \$5K.
- **Developed corporate, PR and crisis comms functions.** Brought on new agency to help develop key messages and manage reactive and proactive press as well as influencer relations. Resulted in more than 100 press hits last year, including *Food & Wine*, *Martha Stewart Living*, and *Good Morning America*, among others. Activated crisis comms strategy during a cyber incursion and executive comms for retirement of company president. Secured a spot for CEO on Good Day New York to speak to Baldor's annual 2M lbs. of food donations to Food Bank for NYC.
- **Brought the brand to life via experiential marketing.** Oversaw all aspects of [Baldor BITE](#), a one-day food show attended by 3,500 of the East Coast's best chefs. Event showcased 200 product vendors in a party-like atmosphere with interactive, Instagram-worthy moments like cheese-grater "plinko" and a caviar-tin ballpit, a live cutting of a 200-pound tuna, a food tattoo artist, and speakers that included restaurateur Danny Meyer, Chef Dan Barber, and Chef Kwame Onwuachi, among others. Raised \$1.4M through sponsorships. Event received 90%+ average satisfaction ratings from customers and vendors; modeled results show \$4M incremental revenue from attendees.
- **Boosted e-commerce revenue via digital enhancements,** including a new [Baldorfood.com](#) homepage designed to encourage more product discovery, with better nav and advanced filtration. Oversee weekly web campaigns, with

themes like Japanese ingredients, stone fruit and heritage steak—with average 14% rebuy rate in six months. Supported creation of a new app featuring “where’s my order” functionality and an e-comm build for subsidiary Pierless Fish. Supported building of algorithmic product recommendation engine.

- **Brought a data-driven mindset to marketing.** Commissioned the first-ever customer survey, to create personas and understand buying habits. Hired a marketing intelligence lead who created revenue attribution and modeling, website behavior analysis, and cohort analyses, as well as integrating third-party data to create sales pipeline. Built out company’s first NPS reporting in 2025 and developed escalation for \$4MM in at-risk accounts each month.
- **Created new private-brand CPG products.** Oversaw new positioning and branding for value-added retail produce line Urban Roots; new packaging for core SKUs is in Whole Foods, Eataly and Fresh Direct. Also supervised R&D for new line extensions. Launched “Fruit Plus” line of fruits with global-inspired spices and drizzles (think melon with basil honey lime drizzle and mango with chia chai spice) at IFPA tradeshow.
- **Expanded visibility through chef “influencers.”** Launched a social video series featuring chef A-listers like Jean-Georges Vongerichten and Vikas Khanna, showcasing how they use our products. Created a swag collaboration with Chef Eli Sussman (@TheSussmans; 100K followers) that sold 600+ pieces and generated significant industry buzz.
- **Spearheaded company-wide strategic planning process,** using McKinsey frameworks. Facilitated cross-functional executive ideation sessions that generated KPI-aligned growth, service, and profitability initiatives, and ushered leaders toward consensus and a prioritized roadmap for 2026 with a structured evaluation and selection process.

## MORGAN STANLEY

*Executive Director, Digital Marketing* | 2019-2022

Was hired at the corporate level of the Fortune 100 investment bank and wealth management firm to develop strategies in **SEO, social media, and conversion optimization**; also took on digital marketing, including product management for the **Morganstanley.com website, email newsletters, audio channels, and marketing technology**. Managed a team of 10, including two Executive Directors and two VPs. Highlights:

- **Website:** Restructured the team to create a product management function and oversaw a shift to Agile methodology. Led a cross-functional effort to roll out first redesign of Morganstanley.com since 2015. with goals of improving pathing and conversion. Initial release of homepage and navigation resulted in a 414% increase on clicks to Careers, doubled clicks on the homepage hero, and drove significant traffic growth to business landing pages.
- **Social Media:** Matured social media function from experimenter to competitor by building a holistic strategy that YOY resulted in 27% increase in followers, 39% increase in engagements, and 41% in clicks. Hosted the firm’s first social media summit, built an internal influencer program, and developed social listening practice.
- **SEO:** Built an SEO function from the ground. Hired a VP of SEO to develop an optimization strategy and train stakeholders. Work resulted in a 21% increase in organic traffic YOY, and 150% increase in content traffic specifically, with significant gains in conversions from search.
- **Email:** Developed a strategy for growing subscriber base that resulted in a 40% increase YOY. Created new role of email marketer to focus on a regular cadence of analytics, A/B testing, and segmentation.
- **Audio:** Supervised the build of an audio assistant for Alexa and Google and development of sonic brand.
- **MarTech:** Oversaw vetting, renewals, and integrations for our technology stack, 30+ vendor solutions.

## MONSTER

*Vice President, Marketing* | 2018-2019

*Senior Director, Marketing* | 2015-2018

Led multichannel integrated marketing campaigns for the pioneering digital recruiting site. Managed B2B and B2C content marketing and PR—comprising 6 reports and \$1.2M budget. Highlights:

- **B2C:** Developed strategy for the Career Advice blog, which drove 58M visits in 2017 and 92K new accounts (\$920K of lifetime value). Created weekly “Monster 100” list of top employers, which had a 63% conversion rate to job views

- **B2B:** Oversaw creation of content assets across the customer journey, from e-books to sales enablement, with the aim of qualifying leads. Led 2018 trade conference campaign that resulted in the identification of \$1.5MM pipeline.
- **PR:** Managed development of messaging framework, surveys, press outreach strategy, and crisis comms plan, leading to 345 press hits in 2018, delivering 4.1B impressions across trade and consumer press

## **PRIOR WORK EXPERIENCE**

*I made a midcareer pivot to marketing from a career as a magazine editor. My past experience informs my POV as a marketer, as the work required creating messaging, developing audience, and interpreting analytics. Bosses described me as "entrepreneurial" because I was always seeking new ways to drive revenue.*

### **MONEY & MONEY.COM**

**Executive Editor** | 2015 | **Assistant Managing Editor** | 2012-2015 | **Senior Editor** | 2007 | **Editor** | 2006

### **GOOD HOUSEKEEPING**

**Features Editor** | 2003-2005

### **SEVENTEEN**

**Associate Editor** | 2003 **Assistant Editor** | 2000-2002

## **LEADERSHIP TRAINING**

### **92Y WOMEN INPOWER**

**Leadership Fellow** | 2020

Selected as one of 28 fellows in the 2020 cohort of a leadership program aimed at senior-level professional women.

**Mentor** | 2023-present

Continued to support the important work of the program as a mentor.

## **SPEAKING**

Invited to speak at 20+ marketing conferences, including **Content Marketing World**, **SXSW**, **Ragan Social Media Bootcamp**, **Brightedge Share**, **Content Marketing Conference**, **PR News Media Relations Conference**, and **Universal Orlando Sales & Marketing Conference**.

## **HONORS & AWARDS**

Gold **MarCom Awards** for work at Baldor, including **Best Corporate Publication**, **Special Event** and **T-shirt Design** (2024) | Platinum **MarCom Award** for **Morgan Stanley's Website Design** (2021); gold for **Morgan Stanley Social Media Strategy** (2021, 2020) | **Webby** honoree for **Morgan Stanley Social Media Strategy** (2021, 2020) | Named a **Woman to Watch in Brand Marketing** by **Brand Innovators** (2018) | Winner of four **Content Marketing Institute** awards for work at **Monster** including **Best Blog** (2017) and **Content Program** (2016); finalist for **Content Marketer of the Year** (2016) | Winner for **Best Newsroom** from **PR Daily** (2016)

## **EDUCATION**

**Northwestern University** Medill School of Journalism B.S.J. and M.S.J. in Magazine Publishing