



JESSICA FRATARCANGELO

MARKETING DIRECTOR

PROFILE

I'm a highly-motivated marketing professional with experience in the tobacco industry for over 15 years. Cheyenne International has been a long-standing NACS partner, and I've attended nearly every NACS Show since my start in the industry in 2008. My previous experience in exhibitor services, a strong focus on the convenience store channel, and my marketing and communications expertise would allow me to contribute meaningful value to the NACS Exhibitor Advisory Committee.

CONTACT

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AFFILIATIONS

NACS Supplier Member
NATO Supplier Member
CAA Supplier Member
CDA Supplier Member

WORK EXPERIENCE

Cheyenne International | Marketing Director

2013 – Present

- Develop and execute marketing strategies and campaigns for 10 CPG tobacco brands sold in convenience store, tobacco outlet, smoke shop, grocery, and dollar store retail locations
- Monitor success and compliance of various marketing programs such as trade advertising, trade shows, promotions and coupons, digital marketing, product launches, and social media marketing

Cheyenne International | Marketing Coordinator

2008 – 2013

- Developed and executed new and existing product marketing strategies
- Coordinated product launches, tradeshow, trade advertising, compliance and retail signage projects

The Madow Group | Marketing Assistant

2007 – 2008

- Produced direct mail marketing campaigns
- Maintained all aspects of 850+ client accounts including billing and customer service.

Freeman | Exhibitor Services Assistant

2006 – 2007

- Provided support to exhibitors for pre-event, post-event and on-site trade show exhibiting needs including billing, orders and logistics
- Led coordination of exhibitor services for several large and small trade shows throughout the country

EDUCATION

Salisbury University | Masters of Business Administration

2006 | Salisbury, Maryland

Salisbury University | Bachelors of Science in Marketing

2005 | Salisbury, Maryland