

# Colleen Bellingeri

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## Summary

Marketing Manager with a background in luxury design, GTM strategy, and sales operations. Manages 60+ annual product launches across a 180-dealer network, leads an 8-person creative team, and oversees experiential programs including showhouses and trade shows. Built Artistic Tile's sales operations infrastructure, including a full CRM migration and automated product workflows.

## Skills

- Go-to-market strategy and product launch management
- Product positioning and messaging
- Brand partnerships and experiential marketing
- Cross-functional team leadership and people management
- Trade and dealer program management
- Budget management
- CRM management and marketing operations
- Digital asset management
- Event and trade show management
- Marketing workflow automation
- Campaign performance and KPI reporting
- Project management
- Vendor management

**Software:** NetSuite (CRM and Analytics), Klaviyo (Marketing Automation), Brandfolder (Digital Asset Management), Shopify/Sanity CMS, Adobe InDesign/Illustrator, Basecamp, Jira, Confluence, Microsoft Excel and PowerPoint, AI Tools (ChatGPT/Claude)

## Experience

### Marketing Manager · November 2022 – present

**Artistic Tile** · Secaucus, NJ · *(Promoted from CRM Manager)*

- Drive go-to-market strategy for 60+ annual product launches across a luxury stone and tile brand, owning positioning, messaging, and post-launch performance analysis

- Manage the Dealer Sample Program end-to-end, covering samples, concept boards, tear sheets, training videos, and catalogs across 180 authorized dealers in the US and Canada, supporting the full sales cycle for the trade channel
- Lead 8 direct reports across creative and marketing functions: graphic designers, photographers, videographer, video editor, 3D renderer, and marketing coordinator
- Manage brand partnerships including designer collaborations (Donghia, Ali Budd, Michelle Gerson), Kips Bay showhouses (New York, Palm Beach, Dallas), and trade shows (KBIS 2026 Samsung, Dacor, SKS, Monogram)
- Automated product tear sheets and sample labels with three external partners, eliminating manual updates on every NetSuite data change and saving ~5 hours/week across the team
- Align creative, sales, and operations teams around unified launch timelines; run weekly 1:1s with 8 direct reports covering asset production, event coordination, and campaign execution

## **CRM Manager · January 2021 – November 2022**

**Artistic Tile** · Secaucus, NJ

- Led full CRM migration from Sage to NetSuite across 10 retail showrooms and 180 dealers, redesigning the sales pipeline to improve lead tracking and conversion visibility for 30+ sales associates
- Trained 30+ sales associates on NetSuite CRM and reporting tools; improved adoption across the team and gave sales clearer visibility into product performance across the dealer network

## **Sales Operations Analyst · October 2017 – March 2020**

**Captivate LLC** · New York, NY

- Delivered operational and performance analysis using NetSuite Analytics and Looker, informing quarterly sales strategy and planning for the sales and finance teams
- Partnered with finance, sales, and project teams to identify and resolve reporting gaps that had slowed down quarterly planning
- Led competitive analysis and GTM strategy for the sales team's expansion into the residential market, driving pipeline growth in a new customer segment.

## **Education**

Parsons School of Design — Completed coursework in interior design (2020-2021)

Saint Joseph's University — B.S. Business Administration, Marketing (2008–2012)