

Christiane Carter

CHARLOTTE, NC

CONTACT DETAILS

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SKILLS & EXPERTISE

Event & Experiential Strategy
Global Event Strategy
Demand Generation
Pipeline Development
Go-to-Market Strategy
Customer Engagement & Retention
VIP & Executive Experiences
Community & Creator Programs
Brand Strategy
Experiential Marketing
Thought Leadership
Strategic Partnerships & Sponsorships
Market Expansion & New Market Research
Event ROI & Performance Analytics
Executive Stakeholder Management
Team Leadership

EDUCATION

Bachelor of Science in Hospitality Management, 2011
Florida International University

REFERENCES

Available upon request.

SUMMARY

Growth, event, and experiential marketing leader driving multi-million dollar event portfolios that accelerate pipeline, strengthen retention, and elevate brand. Generated \$30M+ annual pipeline through integrated event strategy. Trusted partner to executive leadership, aligning experiential marketing with go-to-market priorities and measurable business outcomes.

PROFESSIONAL EXPERIENCE

RAPTIVE, JAN 2020 – PRESENT

Director of Brand Marketing | Mar 2026 – Present
Senior Brand Manager | Sept 2025 – Mar 2026
Senior Integrated Marketing Manager | Mar 2024 – Sept 2025
Marketing Project Manager | Mar 2022 – Apr 2024
Event Coordinator | Jan 2020 – Mar 2022

Scope: Own event and experiential strategy across client, prospect, creator, and partner programs; manage \$3+ M budget; lead team of 1 FTE + 3-4 contractors; present to executive leadership

Growth

- Drove \$30M+ annual pipeline for three consecutive years through integrated event strategy
- Partnered with Sales to improve audience targeting and event-driven conversion performance
- Identified and evaluated new market opportunities to expand creator and advertiser acquisition

Retention

- Led client and creator event portfolio supporting top accounts and renewal engagement showcasing \$36M+ revenue gains through retention (14% uplift).
- Enabled Account Management with strategic programming to deepen relationships and increase participation
- Increased audience engagement through improved segmentation and experience design

Brand Awareness

- Led experiential strategy for company rebrand across in-person and hybrid channels
- Launched and managed a global creator collective initiative supporting content creators through education and community-building, positioning Raptive as a thought leader in creator partnerships.
- Delivered performance insights to shape brand and go-to-market strategy

PREGEL AMERICA EVENTS & MARKETING SPECIALIST | AUG 2016 – NOV 2019

Growth

- Managed \$1M+ U.S. tradeshow portfolio, increasing lead capture and sales opportunities through optimized show strategy and audience targeting
- Negotiated contracts to reduce costs by 15%, reinvesting savings into higher-performing growth initiatives

Retention

- Supported distributor and partner engagement through consistent, high-quality event experiences across regions
- Strengthened relationships with international stakeholders through coordinated global event execution

Brand Awareness

- Led global brand standardization across EMEA, LATAM, and APAC, ensuring consistent messaging and visual identity
- Directed subsidiary marketers in event strategy, improving brand cohesion and elevating in-market presence

EARLIER EXPERIENCE

Apartment Life – Program Director | 2014-2016

- Drove resident retention across 15 communities by leading engagement programs and managing 20 teams

Independent Events Professional | 2010 - 2016

- Delivered experiential marketing and branded events for diverse clients, building foundational expertise in audience engagement