

ALEXANDRA (ALI) DODGSON

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Fashion and luxury marketing leader with 10+ years of experience building brand strategies, partnerships, campaigns and experiences that connect creative ambition with commercial growth. Currently Director of Marketing & Events at PatBO, leading work across retail, e-commerce, wholesale, Fashion Week, talent and international markets. Known for bringing complex ideas, partners and teams together and carrying the work from first conversation through final execution.

EXPERIENCE

AUG 2022 — PRESENT
NEW YORK

Director of Marketing & Events

PatBO

- Built PatBO's U.S. marketing, partnerships, and experiential function from the ground up, driving a **27% increase in gross sales** from 2023 to 2024
- Directed **eight NYFW campaigns and runway shows**, securing **\$1.5M+ in sponsorship revenue**; the 2024 show campaign coincided with a **65% year-over-year increase** in gross sales during the show window
- Originate, pitch, negotiate, and close strategic partnerships and sponsorships across fashion, beauty, jewelry, technology, wellness, hospitality, media, and retail
- Developed and executed brand collaborations with **Verizon, Diageo, Amazon Luxury, Harrods, Four Seasons Hotel, Kendra Scott, Eden Rock St. Barths, Eloquii, Morphe, and VOSS** across events, retail, content, and digital channels
- Led **international activations** with LouLou Ramatuelle (Saint-Tropez) and MODES (Portofino), managing partner relationships, creative production, talent, and on-site execution
- Directed the Camila Coelho influencer collaboration, producing the brand's single largest traffic event with a **247% spike in monthly site sessions**
- Grew average monthly site traffic **166%** from DTC launch through 2026 across influencer, partnership and integrated go-to-market programming
- Oversee a global calendar of runway shows, launches, activations, pop-ups, and press moments across New York, Miami, Saint-Tropez, and Portofino, managing six-figure budgets across all programs
- Serve as strategic partner to the founder on seasonal go-to-market planning across partnerships, events, retail, e-commerce, wholesale, PR, social, creative, and influencer marketing
- Own influencer, affiliate, seeding, and celebrity gifting programs across talent identification, relationship management, content partnerships, and performance tracking
- Lead internal teams and agency partners across PR, social, content, production, events, and influencer marketing

AUG 2019 — AUG 2022
NEW YORK

Manager, Brand Marketing

The Webster

- Developed and executed integrated marketing campaigns, luxury brand partnerships, retail events, and exclusive product launches for brands including **Chanel, Gucci, Celine, Valentino, and Bottega Veneta**
- Led high-touch client, press, influencer, and community events across The Webster's retail locations, creating experiences designed to drive traffic, engagement, and sales
- Managed seasonal marketing and launch calendars aligned with fashion moments, retail priorities, exclusive capsules, designer collaborations, and store openings
- Partnered with buying, merchandising, e-commerce, retail, creative, and communications teams to ensure marketing strategies supported commercial goals and product priorities
- Managed external brand partners, agencies, talent, venues, vendors, and production teams from initial planning through execution

FEB 2016 — JAN 2019
NEW YORK

Associate Manager, Sponsorships + Events

Women's Wear Daily, Fairchild Media

- Developed and produced large-scale fashion industry events, executive summits, awards programs, and branded experiences in partnership with sponsors including **American Express, Klarna, and Alibaba**
- Created integrated sponsorship packages combining editorial content, digital media, social promotion, executive visibility, and experiential activations
- Managed sponsor deliverables, event production timelines, budgets, venues, vendors, speakers, talent, and cross-functional workstreams

EXPERTISE

Strategic partnerships + sponsorships · Experiential + events

Brand collaborations + go-to-market · Fashion week campaigns

Influencer, affiliate + celebrity gifting · Retail + VIP experience

EDUCATION

Dickinson College · BA, Political Science · 2015