PRADA FALLIN

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MEMBER EXPERIENCE | EXPERIENTIAL MARKETING | LUXURY HOSPITALITY

EDUCATION

Loyola University Chicago
Bachelor of Arts in Marketing & Communication
Minor in Philosophy
2020-2024

SKILLS

- Member Experience Strategy
- Experiential & Event Marketing
- Graphic Design
- Integrated Campaign Strategy
- Email & SMS Marketing
- CRM & Audience Segmentation
- Brand Storytelling & Copywriting
- Member Engagement & Retention
- Event Programming & Execution
- Creative Direction & Collateral
- Community & Partnership Marketing
- Campaign Analytics
- Cross-Functional Project Management

PROFILE

Hospitality and marketing professional with experience in brand communications, event programming, and member engagement within the private club industry. I bring together creative strategy and hands-on operational experience to develop thoughtful campaigns, engaging events, and communications that strengthen the member experience.

My background spans membership, food and beverage, private events, and club operations, giving me a practical understanding of how ideas translate into experiences.

EXPERIENCE

Member Experience Manager,
The Metropolitan Club | Nov 2024- Present

- Lead member marketing and experiential programming across social, culinary, networking, wellness, wine and spirits, and community-focused initiatives.
- Develop integrated campaigns across email, SMS, social media, mobile app, digital signage, and print collateral to drive awareness, registration, and engagement.
- Own event positioning, naming, copywriting, creative direction, audience targeting, and promotional strategy from concept through launch.
- Manage the Club's programming calendar, coordinating timelines, communications, registration strategy, and on-site execution across concurrent initiatives.
- Partner cross-functionally with membership, culinary, food and beverage, private events, operations, and executive leadership to bring campaigns and experiences to market.
- Manage CRM communications, audience segmentation, and targeted outreach to support member engagement and retention.
- Track campaign performance, registration trends, attendance, and member response to inform future marketing and programming decisions.
- Manage relationships with committees, vendors, speakers, professional organizations, and community partners supporting Club programming.
- Maintain brand consistency across member-facing communications, menus, event collateral, social content, signage, and digital campaigns.
- Oversee concierge operations and front-of-house coordination, including workflow, member communications, service recovery, and live event support.