**AIMEE HORNER**  **2300 W. 34th Avenue, Denver, CO 80211**

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**EXCEEDING BRAND OBJECTIVES THOUGH DIGITAL MARKETING EXCELLENCE**

**Digital Marketing Professional** with proven ability to exceed big brand objectives though CRM strategy and flawless execution, social media promotions, and digital project management. Extensive experience working on both the client and agency sides. *Drove significant contributions to the success of leading brands including Silk, International Delight, Horizon Organic, Tide, Downy, Gain, Elizabeth Arden and Estee Lauder*. Dual Masters’ Degree in Business Administration and International Management

**EXPERIENCE**

**WhiteWave Foods Company,** Broomfield, CO **•** 2012 - Present*Digital Marketing Consultant*

**Clients: Silk, International Delight, Horizon**

* Manage CRM email communication for Silk, International Delight and Horizon incorporating brand and social KPIs
  + *Grew International Delight’s targetable database by 30% exceeding 2013 goals and Silk’s targetable database by 24%*
  + Managed survey launches for Silk and International Delight to segment the database and achieve segmentation goals for consumption, loyalty and preference
  + Launched Silk’s first dynamic newsletter based on consumer interest, engagement, consumption and life stage buckets to deliver relevant content and increase engagement. *Exceeded KPIs by 36 points for Unique Open Rate and 54 points for Unique CTR*
  + Manage CRM agency to meet database and email KPIs exceeding 2013 goals
  + Managed SEO and SEM for Silk to optimize media buys and website traffic
* Lead social promotions development from start to finish for Silk, International Delight and Horizon overseeing app vendors and providing post performance analysis
* Developed a 3 month digital engagement promotion *that exceeded benchmark metrics of average time spent per visit, average total time on site, log-ins, opt-ins and a 33% increase in Facebook fans*
* Managed development of 20+ Facebook promotions with *60% – 90% opt-in rates*
* Participated in RFPs and lead the process and recommendation for WWF’s new social promotions and publishing vendor *reducing annual cost by $50k*
* Consistently exceeded engagement goals of social promotions with little to no paid support
* Manage a panel of independent bloggers for International Delight with the goal of reaching like-minded consumers and creating recipe and craft content for CRM and social channels
* Coordinated sponsorship and attended BlogHer Food, Savvy Blogging and Blissdom conferences to create beneficial partnerships with frugal, life style and food bloggers
* Responsible for CRM, digital coupon and social promotion budgets of $3.2MM

**Sprout Strategy**, Denver, CO • 2010 - 2011*Marketing Consultant***Clients: Esquire Bank, National Teenage Driving Safety**

* Consulted on various projects including; competitive landscaping, planning strategic customer awareness and social media programs and recruiting participants for focus group research. Exceeded client expectations for the number and quality of focus group respondents

**The Integer Group,** Lakewood, CO • 2008 - 2010*Account Executive*  **Clients: Procter and Gamble, Fabric Care; Tide, Downy, Gain**

* Managed projects with clients, creative, production, broadcast and project management as the hub of Integer’s Tide team and partnered with print, digital, T.V. and multi-cultural agencies to create holistic, integrated campaigns
* Created the first ever in-store video on P&G fabric care, for the Gain Original Fresh campaign that was rolled out into national grocery.
* *The Gain campaign won the industry gold award, the 2010 Reggie Awards and Integer’s internal top award, the Grand Eye*
* Managed Tide’s biggest launch in ten years with in-store work, in-store video, national pallets and scale work with Tide/Downy

**Aquent Consulting,** New York, NY **•** 2007 - 2008*Marketing Consultant* **Clients: Givaudan, Elizabeth Arden, Coty, Estee Lauder**

* Collaborated with sales, perfumers, evaluation and consumer research to develop and launch new fragrances
* Identified new areas for growth from a company and product perspective by analyzing trends in target markets resulting in solid, actionable recommendations for the client
* Liaised with perfumers, sales and the in-house consumer research team to create and test fragrance concepts aiding clients in positioning product for increased revenue
* Managed the systems change of executing product offerings through the Corporate International Marketing Website (IMW) and the Creative Project Management System (CPMS); ensured detailed follow-up with corporate and affiliates to meet merchandising, launch deadlines and accelerate execution of media plans and new product launches
* Created Tom Ford’s 08/09 media plan by researching international publications such as Vogue and Vanity Fair in Tom Ford’s most productive international regions to build awareness and generate sales in the most cost effective way
* Proactively implemented the posting of the first-ever merchandising offer distributed through IMW. Instituted offering media requests and lab sample offers through IMW resulting in improved communication and allowing corporate to better forecast and budget

**Profoot Incorporated,** New York, NY • 2006 - 2007*Marketing Manager*

* Pitched products for merchandising and new product launches to buyers at Target, Wal-Mart, K-Mart, CVS, Walgreens and Rite-Aid and managed retail display production

**Honeywell,** Morristown, NJ • 2005 - 2006*Marketing Communications Specialist*

* Marketed Honeywell's additive product, Asensa to beauty/personal care manufacturers

**EDUCATION**

Thunderbird, School of Global Management-Dual Degree in Brand Management, Glendale, AZ • 2005Master of International Management The University of Colorado-Dual Degree in Marketing, Denver, CO • 2005Master of Business Administration

Colorado State University, Fort Collins, CO • 2000Bachelor of Science – Business Administration

**PERSONAL INTERESTS**

Travel, photography, hiking with my Siberian Husky and community service, most recently with Mudslingers for Colorado flood relief, Race for the Cure and support for orphanages and hospitals in Mali and Haiti