

# Jenny Echeverri

**Omni-Commerce Strategist · Digital Growth Architect · Shopper Marketing Leader**

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**Profile** Leader at the intersection of commerce, creativity, and data. Fifteen years steering omni-channel transformation for Reckitt, Campbell's, GSK, and Unilever. Designs systems that link digital shelf, retail media, and consumer behavior into one continuous growth engine. Brings analytical rigor, brand empathy, and operational clarity to every channel. Passionate about servant leadership that develops teams to achieve sustained results.

**Core Capabilities** Omni-Channel Strategy · eCommerce Acceleration · Retail Media / Walmart Connect · Digital Content Optimization · Search & Rank Management · Talent Development · Leadership · Cross-Functional Alignment · Shopper Insights (Scintilla · Numerator · Engine Dashboard)

**Education** University of Arkansas — B.S.E. Human Resource Development (GPA 3.5)

**Awards & Recognition** Gold Shopper Marketing Effie (Axe 2018, Tums 2021) · Unilever Global Connected World Award · Pfizer Upjohn Award · Path to Purchase Who's Who · GSK Bronze & Commercial Awards · Brand Experience Award – Sam's Big Game 2023 · [Breaktime Media Industry Spotlight \(2022\)](#).

## Professional Experience

### Reckitt — Team Lead, Omni-Channel Strategy – Walmart Health & Hygiene (2023–Present)

**A**rchitects Reckitt's omni-commerce blueprint, merging assortment, fulfillment, and media into one synchronized strategy. Built Scintilla-based scorecards to measure item rank and omni-growth. Owns the Walmart Connect partnership and leads a multi-disciplinary team delivering 360° activations for brands including Lysol, Mucinex, and Biofreeze.

### Campbell's Soup Company — Team Lead, Digital Commerce & Omni-Shopper – Walmart & Sam's Club (2022–2023)

**D**efined connected-commerce vision across Campbell Snacks. Negotiated and directed Walmart Connect JBP, developed digital commerce scorecards, and embedded omni-commerce education across internal and retailer teams.

### Pfizer / GSK Consumer Healthcare — Sr. Shopper Marketing Manager / Shopper Science Lab Co-Lead (2019–2022)

**C**o-founded the Walmart Shopper Science Lab, integrating behavioral research into activation design. Created shopper DNA profiles, authored data-driven campaigns using APT & IRI measurement, and mentored future shopper-marketing talent.

### Mirum Shopper (Team Unilever Shopper) — Account Lead (2017–2019)

**D**irected omni-channel campaigns for Unilever's Walmart portfolio. Reversed a two-year decline for Axe, earning a Gold Shopper Marketing Effie. Led cross-disciplinary creative, media, and insight teams.

Earlier roles: Shopper Marketing & Category Growth at Advantage Marketing Solution, Ivie & Associates, and CROSSMARK (launched the Walmart Retailtainment program).

