

Shelby Christie

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Luxury Omnimedia Manager

Ambitious and talented professional with 4+ years' experience and training in multiple sales and marketing arenas.

Innovative and creative marketing, branding and luxury expertise to achieve increased revenues and market exposure. Highly successful in discovering new market niches, analyzing market trends, and launching of new campaigns and products. Effective verbal and written communication skills with the ability to convey complex information both internally and externally to clients.

Areas of expertise include...

- Luxury Marketing
- Creating Digital & Experiential Activations
- First-to-Market & Innovative Advertising Activations
- Managing Media Budgets & Tracking Media Spend
- Audience Development & Segmentation
- Trafficking Digital & Traditional Campaigns
- Paid/Dark Social Media Campaigns
- Market & Competitive Research & Analysis

Professional Experience

OMNIMEDIA MANAGER, 2018 to Present
L'OREAL, New York, New York

- Leads strategy & execution across programmatic, online video, social, print, TV & E-Retail for the L'Oreal luxury portfolio of products. Owns all media budget tracking & works alongside finance to report budget on a weekly & monthly cadence.
- Works with outside agencies & partners to plan, price & launch campaigns. Oversees the implementation of 1st party & 3rd party data into campaigns & brand activations.
- Creates innovative media strategy with the aim of reaching the right audience, at the right moment, with the right message.
- Implements clear & defined campaign path to launch process for Luxe marketing teams to adhere to & lead multiple trainings across the division on these new processes to ensure timely launches.
- Educates Luxe division on best practices & ad specs to improve creative delays when trafficking campaigns.
- Leads first-to-market activations at L'Oreal Luxe having strategized & planned the division's first Pinterest skin tone targeted campaign.

MARKETING & DIGITAL SALES PLANNER, 2016 to 2018
VOGUE, New York, New York

- Accountable for trafficking, launching, and measuring over \$5 million in digital marketing activations.

- Formulated strategic and innovative marketing campaigns for existing and prospective clients. Upsell products from current campaigns that align with clients' KPIs to elicit growth and new sales opportunities.
- Created strategic digital advertiser and category specific packages to meet RFPs. Issue weekly revenue reports created through consultation with ad sales management and sales teams.
- Devised a multi-cultural digital sales team to target untapped markets and achieved \$500K increase in revenue.
- Created and distributed monthly newsletter to help educate the sales team about marketing and digital landscapes.

ASSOCIATE MEDIA PLANNER, 2015 to 2016

GROUP M, New York, New York

- Researched, identified, and evaluated media market trends to establish marketing initiatives for American Express.
- Developed effective and innovative marketing campaigns such as Small Business Saturday through collaboration with American Express' creative marketing and finance teams.

INTERN, 2015

INSTYLE, New York, New York

- Effectively held position of operation lead by directing the selection of accessory needs for photoshoots.
- Played key role in successful photoshoots with creative and innovative selections.

ARTS AND MEDIA EDITOR, 2014 to 2015

A&T REGISTER NEWSPAPER, North Carolina A&T State University, Greensboro, North Carolina

- Oversaw production, and contributed content of weekly, award-winning campus/community art and entertainment news. Managed and supervised a network of editorial writers, and edited work prior to print.
- Established innovative format that gained attention and dedicated followers.

Educational Background

Masters of Arts (2022) *Costume Studies*

New York University, New York, New York

Bachelor of Liberal Arts (2015) *focus in Multimedia Communications*

North Carolina A&T State University, Greensboro, North Carolina