

Edith Leclair

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Objective

To lead strategic marketing initiatives that drive customer engagement, elevate brand identity, and position companies for long-term growth in competitive, consumer-focused industries.

Experience

Vice President of Marketing - Target Corporation, Austin, TX (2019 - Present)

- Lead brand and digital marketing strategy for Target's e-commerce division
- Manage a cross-functional team of 40+ in content, performance marketing, and CX design
- Spearheaded a customer experience overhaul that led to a 25% lift in engagement metrics
- Present marketing performance and brand roadmap to C-level leadership and board

Senior Director, Integrated Marketing - Adobe Systems, Seattle, WA (2013 - 2019)

- Oversaw multi-channel go-to-market strategies for Adobe Creative Cloud enterprise solutions
- Led creative campaigns that won multiple B2B marketing awards (ANA, BMA)
- Mentored a team of 15 across product marketing, brand, and demand gen
- Partnered with product and UX teams to integrate customer insights into roadmap

Marketing Director - BigCommerce, Austin, TX (2008 - 2013)

- Built and scaled brand marketing for one of Austin's fastest-growing e-commerce platforms
- Managed positioning and launch of 20+ product features
- Introduced customer persona research and competitive intelligence workflows
- Doubled qualified lead volume year-over-year through content and partnerships

Education

Wharton School, University of Pennsylvania - MBA, Marketing

University of Pennsylvania - B.A., Communications and International Studies

Skills

Strategic Brand Development

Executive Stakeholder Communication

Customer Experience (CX) Design

Omnichannel Marketing Strategy

Cross-Functional Team Leadership