

## KAISHA SMITH

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<b>EXPERIENCE</b>	<b>PLUSH COLOR</b>	<b>Los Angeles, CA</b>
<b>2018-Present</b>	<b>Founder</b> <ul style="list-style-type: none"><li>• Founder of web portal e-Commerce business specializing in selling Plush Color, a collection of hair extensions in a variety of fun colors</li><li>• Operated autonomously in all facets of business, i.e., strategic planning, operations, merchandising, and marketing for Plush Color online community; proficient in customer relations, brand positioning, revenue growth, financial management, driving operational excellence, business development, price negotiations, etc.</li><li>• Expanded beyond e-comm into B2B by successfully selling Plush Color hair into local beauty supply stores in LA and Atlanta</li></ul>	
<b>2015-2018</b>	<b>PEPSICO INC.</b> <b>Senior Marketing Manager, Brand Integration</b> <ul style="list-style-type: none"><li>• Developed a multi-channel integration strategy for our Tea &amp; Hydration portfolio that delivered on KPI's such as improved brand equity, volume and profit, most notably the GTM strategy of LIFEWTR which achieved 150 index.</li><li>• Built and activated impactful brand marketing programs with a focus on digital engagement that had scale, were repeatable, &amp; improve efficiency and effectiveness in market.</li><li>• Lead cross-function communication with the Channel Marketing, Field Marketing and Sales Planning teams to ensure strategy alignment and flawless execution</li><li>• Managed all agency touch-points with respect to program briefing, concept development, and execution as well as ongoing and post-program reporting.</li></ul>	<b>White Plains, NY</b>
<b>2012-2015</b>	<b>L'OREAL USA INC.</b> <b>Global Marketing Manager</b> <ul style="list-style-type: none"><li>• Created the brand vision and shaped marketing launch strategies for Softsheen Carson brands focusing on opportunities to drive profitable growth among haircare consumers</li><li>• Identified relevant haircare consumer insights based on category dynamics to help shape an innovative product portfolio with strategic launch events</li><li>• Developed new product, key claims, line positioning, winning product concepts, formula, and packaging to grow Optimum and Magic Shave brand by 20%.</li><li>• Organized creative briefs, promotional copy, and on-going communications with agency partners to ensure brand goals and marketing plans were executed successfully</li><li>• Monitored and analyzed results to ensure a great ROI, key KPIs are met, and marketing claims are within legal and budgeted guidelines</li></ul>	<b>New York, NY</b>
<b>2011 Summer</b>	<b>UNILEVER FOODS NORTH AMERICA</b> <b>Summer Marketing Associate</b> <ul style="list-style-type: none"><li>• Developed the long term innovation strategy for Magnum ice cream that is expected to take Magnum from a \$60 MM to \$250 MM brand in the next five years</li><li>• Developed P&amp;L for new product ideas and prepared a long-term business case for the Magnum brand, which defined investment and ROI projections</li><li>• Liaise with cross-functional teams such as Supply Chain, R&amp;D, Finance, and with the Global Team in Rome to determine the feasibility and impact of each product launch</li></ul>	<b>Englewoods Cliffs, NJ</b>
<b>2007-2009</b>	<b>AMERICAN EXPRESS COMPANY</b> <b>Senior Marketing Analyst</b> <ul style="list-style-type: none"><li>• Collaborated with internal business partners and telechannel vendor to ensure flawless execution of approximately 2,000 new cardmembers</li><li>• Managed department budget of over \$14 MM to optimize advertising costs efficiency</li><li>• Rewarded by senior leaders for exemplary research skills used in the launch of a consultative call strategy, which caused a 30% increase in customer satisfaction metrics</li><li>• Collaborated with internal telemarketing teams to outline the High Value telechannel landscape across the organization, which shaped the premium strategy</li></ul>	<b>New York, NY</b>

## EDUCATION

## UNIVERSITY OF MICHIGAN

**Ann Arbor, MI**

**Stephen M. Ross School of Business**

Master of Business Administration, May 2012

- Emphasis on Marketing
- Selected: Consortium for Graduate Study in Management Fellowship

**SPELMAN COLLEGE**

**Atlanta, GA**

Bachelor of Arts in, May 2004

- Graduate with Honors, 3.5/4.0
- Inducted into the International Economics Honor's Society

## ADDITIONAL

- Brand Analyst for Y&R Brands/Brand Asset Consulting, 2005-2007
- Served as Research Analyst of Prudential Real Estate Investors, 2004-2005
- Teacher volunteer for Cross Cultural Solutions in South Africa, July 2010