

SUMMARY

Media & Marketing strategic leader with in-house and media agency experience—developing integrated strategies for beauty, fashion, non-profit, and CPG categories. Expert in building consumer strategies, from the ground up through digital & social media, with strong project management skills. Creative thinker with a data/analytics focused approach to planning and execution. Passion for technology and staying on the pulse of what's new/next in the space, consumer interaction with media everyday, and how media can be applied to brands in a meaningful way.

EXPERIENCE

New York, NY

Iconix Brand Group, Director of Media & Home Marketing

November '17—Present

(Buffalo, Starter, Candie's, Mudd, London Fog, Op, Charisma, Cannon, Fieldcrest, Royal Velvet, and Waverly)

- Spearheaded agency RFP process and identified an onboarded new media agency, migrated overarching media campaign strategy to a programmatic first ad strategy from direct-to-publisher
 - Worked with agency and internal stakeholders to create a dashboard linking weekly sales and media activity
- Oversee and manage \$7MM media budget across portfolio from preliminary briefing, to implementation—determine KPIs, creative development, traffic advertising, and campaign tracking
- Continually evaluate media plans meet budget guidelines, deliver on KPIs, and adhere to strategic goals
- Lead post analysis, present to internal stakeholders and retail partners
- Develop social media strategies, including content planning and targeting for dark posts implement opportunistic social media budget and implement posts in real time
- Develop and implement regional outdoor plans in top markets: NYC, LA, Miami, Dallas, Houston, Toronto and Montreal
- Drive innovation through the use of data and understanding of culture and platform culture to push creative execution and user experience on all digital channels
- Ensure brand integrity is present in all facets of the brand experience – balancing creative needs with financial goals
- Oversee and update an annual media budget rollup and ensure it is syncing with individual brand budgets'
- Evaluate necessity and spearhead negotiations with overarching media tracking and implementation services (i.e. Sprout, Curalate, Dstillery, HYPR, etc.)
- Oversee home brands from a branding and asset perspective—plan photoshoots, develop retailer presentations, instore assets, brandbooks, packaging guidelines and branding tools
- Develop 3 year plans inclusive of overall business objectives, proposed budget allocations, marketing goals and high level media allocations that support business objectives
- Create retailer pitch decks for potential partnership opportunities articulating brand values and white space opportunities

Incoco Nail Appliqués, Director of Marketing

October '16 – November '17

- Develop launch strategies and sku mix for Ulta.com; ecommerce promotions, and Ulta beauty bag inclusions
- Create Ulta, Wal-Mart, and international buyer presentations, illustrating brand story, sku mix, and core product benefits
- Concept and execute quarterly brand photography shoots for instore, web, and social
- Identify and implement brand right product integrations Cynthia Rowley, Glossybox, ipsy, VH1 Save the Music, etc.
- Creating a 360° Marketing Communications strategy for the Color Street brand, packaging, website development, email, and social media

Laura Geller New York, Senior Global Marketing Manager

February '15 – July '16

- Created new product presentations for QVC (US, UK & Germany), TVSN Australia, Ulta, Beauty Brands & Haute Look
- Oversaw global marketing calendar ensuring programs are implemented cross channel with a consistent brand voice
- Liaised with Product Development, Packaging and Operations to develop programs & ensure margin objectives are met
- Coordinate brand integration partnerships including: Project Runway, ipsy - Generation Beauty & BeautyCon, TribeDynamics blogger partnerships, and QVC - Super Saturday & Beauty Bash
- Led Ulta email marketing programs, Ultimate Rewards sampling, and collaborated with sales team on planogram

Jones New York, Senior Marketing Manager

July '13 - February '15

- Oversaw a \$5MM brand budget (media, photo shoot production, consulting/agency costs, PR events, etc.)
- Provided JNY.com homepage and email recommendations based on ecomm analytic reports/merchant feedback
- Managed media, social and PR agencies to ensure they delivered on communications platforms
 - Digital display campaign resulted in 20% lift in brand awareness among W35-54
 - Social campaign doubled the Facebook fan base and garnered over 370K engagements
 - Seasonal blogger outreach programs that garnered 4.5MM+ impressions
- Updated showroom, retail outlet and department store (brick & mortar and ecomm) graphics on a ongoing basis
- Created/presented seasonal marketing decks to update design, sales, retail development and licensing teams

Assembly Media Arts + Sciences, Account Supervisor

April '12 - May '13

(DISARONNO, Land's End, Mentholatum Brands, TIAA, New York Life)

- Developed strategic integrated media plans based on brand-specific client briefings
 - Negotiated and implemented local market pouring events in top DISARONNO markets with corresponding digital heavy-ups and advertorial activity
 - Planned TV, radio and print schedules that aligned with client objectives
- Managed weekly digital reporting calls to ensure plans were tracking as projected

OMD/M2M—An Omnicom Agency, Media Supervisor—Estée Lauder Companies (ELC)

October '09 - April '12

- Trained and managed Strategist and Assistant Strategist on day-to-day tasks
- Compiled multimedia plans and programs across ELC divisions for global 'Market Update' reports
- Partnered with Sephora for the DKNY Original Fragrance prelaunch—negotiated outdoor added value surrounding the Sephora Times Square location, postcards and email blasts driving to the event
- Assisted in the creation and implementation of global digital plans for the MAC Viva Glam campaign
- Partnered with international M2M agencies develop standardized ELC Global processes
- Collaborated with partner agency to develop/implement OOH plans for EL, MAC, Bobbi Brown & Fragrance divisions

MindShare/MAXUS, Senior Associate—Estée Lauder Companies

May '07 - October '09

- Managed ordering process of \$70MM-\$85MM in print media per year, ensured ads ran correctly and monitored billing
- Negotiated and secured an estimated \$230M in OOH media from print added value credits

Carat USA/Vizeum, Account Executive/Assistant Account Executive

October '04 - May '07

Alberto Culver, Shick Razors, Waverly, Schumacher

- Developed national print and television plans, issued buy authorizations and pulled quarterly competitive spend
- Liaised with digital team to ensure planning was cohesive

EDUCATION

Loyola University New Orleans, Bachelor of Arts

May '04

Major: Communications/Advertising; Minor: Marketing

Educational Alliance Art School

2015-Present

Various Studio Classes (Oil Paint, Watercolor and Audio Studies)

General Assembly

Summer 2016

Digital Marketing Immersive

Metropolitan Museum of Art High School Apprenticeship Program

2000

Marketing/Merchandizing

SPECIALIZED SKILLS

Data and Analytics Management/Optimization; CRM Management; SEO; Paid Search; Amazon Marketing (SSPA, AAP); Social Media; MRI/Nielsen; NPDP; comScore; KANTAR; MS Office; Adobe Pro; Workamajig CMS; RFP/RFI Management