

SUMMARY

Marketing professional with both in-house and agency experience developing integrated brand strategies for luxury, beauty, fashion and CPG categories. Expert in traditional, digital & social media with strong project management skills. Creative thinker with a data/analytics focused approach to planning and execution.

EXPERIENCE

NEW YORK, NY

Laura Geller New York, Senior Marketing Manager

February '15 - Present

- Create market and product strategy decks for QVC (US & UK), ULTA, Beauty Brands, Haute Look and other key retailers
- Oversee global QVC marketing calendar ensuring programs are implemented cross channel with a consistent brand voice
- Liaise with Product Development, Packaging and Operations to develop QVC programs and 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

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 creative 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

TargetCast TCM, Account Supervisor (DISARONNO Liqueur, TIAA-CREF and The Mentholatum Co.)

April '12 - May '13

- 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
- Oversaw Planners' competitive reports for clients to ensure proper insights were extracted

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

OMD/M2M—An Omnicom Agency, Media Strategist—Estée Lauder Companies

- Partnered with international M2M agencies develop standardized ELC Global processes (i.e. competitive templates, client newsletters, and development of a global client intranet)
- 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 the ordering process of \$70MM-\$85MM in print media per year, ensured buys ran correctly and monitored billing
- Negotiated and secured an estimated \$230M in OOH media from print added value credits for Aramis Designer Fragrances

Carat USA/Vizeum, Account Exec./Assistant Account Exec.— Alberto-Culver and Schick

October '04 - May '07

- Developed national print and television plans, issued buy authorizations and pulled quarterly competitive landscape spend

EDUCATION

Loyola University New Orleans, Bachelor of Arts

May '04

Major: Communications/Advertising; **Minor:** Marketing

SPECIALIZED SKILLS

SEO; Social Media; MRI/Nielsen; NPD; KANTAR (competitive tracking); MS Office Suite: Word, Excel (pivot tables, sorting complex data, linking multi-sheet documents, inserting equations, etc.), PowerPoint, Outlook; Adobe Pro; Workamajig CMS; Lotus Notes