

# Emma Perazzo

## **Experienced Marketing Leader Specializing in Business Development, eComm DTC Sales, and Team Building**

United States

-Email me on Indeed: <http://www.indeed.com/r/Emma-Perazzo/54825e9e9c360368>

Passionate storyteller fueled by creating top-shelf consumer experiences. Specializes in 360° communication plan development. She is a natural born leader, team player, and expert at building relationships. In the office, Emma geeks out on consumer data and has an intuitive ability to manage multiple projects on tight timelines. Out of the office you can find her training her Bernese puppy Woodford, discovering new breweries, and crafting the perfect classic rock playlist.

Emma is a proven marketing communications leader with extensive experience working in B2B and B2C dynamics. She is always excited to jump into any project, roll up her sleeves, and partner with teams across the finish line. Key strengths of Emma's include global omnichannel marketing, business development, eComm retail, and product launch.

She has been a key player in eight-figure programs for brands such as Jaguar Land Rover North America, Volvo Group North America, Spin Master Games & Puzzles, Rubik's, Ann Taylor LOFT, Cocomelon, Blippi, Peanuts, US Women's National Soccer Team, MotorTrend, Discovery Channel, Laika Studios, Betty Boop, Yu-Gi-Oh!, Smurfs, Girl Scouts of the USA, Campari, Wild Turkey Bourbon, Cabo Wabo Tequila, SKYY Vodka, ESPN's Matthew Berry Fantasy Life, Rapala, The New York Times, and Rodale Publishing (Men's Health Magazine, Women's Health Magazine, Organic Life, Bicycling, Runner's World, and Prevention).

She has played instrumental roles in programs that have won multiple industry awards including LIMA Best Corporate Brand Program of the Year, twice, LIMA Best Licensed Food & Beverage Product, World Car of the Year, and World Card Design of the Year, twice, and Toy of the Year (TOTY - Games) nomination.

Emma is a natural team leader and a brilliant brainstormer. She has a keen ability to take big picture ideas and translate into actionable strategy resulting in profitable growth. She has managed business development, account, creative, and production teams in agency and brand / client settings. She has made an immense impact in revenue growth of over 200% after her first six months at Ann Taylor LOFT where she built out the launch of the company's first DTC promotional business. During her time at the leading children's entertainment company Spin Master, Emma managed global omni-channel marketing strategies and execution for a \$225M+ business portfolio with growth projected at \$350M + by 2024. At her most recent role with TWG agency, Emma manages 15+ Shopify eCommerce stores on behalf of award winning brands. Her focuses are driving revenue, new product development, and digital marketing best practices. Emma can't wait to join your team and grow your business together!

Authorized to work in the US for any employer

## Work Experience

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### **Director of Brand Strategy & Marketing**

The Wildflower Group - Hoboken, NJ

February 2022 to October 2022

- Led creative execution and go-to-market strategies for 15+ direct-to-consumer Shopify brand stores
- Managed 3rd party agencies responsible for executing product promotional strategies
- Championed best-in-class mobile first customer experience through continuous UX improvements
- Cross-functionally managed Buyers, Sales, and Customer Experience teams to align creative development and marketing to drive organization and client goals
- Responsible for reporting sales performance, advertising strategies and achievements, and managing project timelines

### **Brand Marketing | Games, Puzzles, & Rubik's**

Spin Master - New York, NY

October 2019 to September 2021

- Strategized and guided B2B and B2C global marketing activations for \$225M+ portfolio
- Optimized planning and execution of brand mix including Influencer, Partnerships, Experiential, Social Media - YT, Meta, Tik Tok, eComm, Shopper, PR, and Trade
- Led Trends-based incubation team focused on conceiving strong game product concepts backed by market & consumer insights to further GBT and organizational objectives
- Successfully pitched to key stakeholders including: VP and C-Suite, global sales force, AMZ, TGT, WMT execs, licensors at Disney, Netflix, HBO, Warner Brothers, Sony Entertainment, MGA, creative agencies, and press/media
- Supported brand operations through SKU rationalization, profitability, and market share analysis

### **Digital Brand Strategy**

ANN INC. - New York, NY

July 2018 to October 2019

Championed brand growth for digital marketing channels (Site, Email, Paid, Earned, and SMS) aimed at driving conversion, loyalty and client engagement.

- Managed digital campaign development from conceptualization to launch with partners in Web Production, Merchandising, Demand Planning, Design, and Visual Branding
- Launched the company's first off-price promotional DTC eComm sites outperforming KPIs
- Supported A/B testing initiatives to optimize site and email channel metrics, inclusive of creative art and copy testing
- Launched and strengthened loyalty program with highly targeted email trigger, SMS, and site campaigns aimed at increasing client lifetime value and retention of top clients
- Analyzed and reported impact of omni-marketing plans using Adobe Omniture on a weekly, monthly, and quarterly basis to continuously improve KPI performance
- Curated seasonal marketing roadmaps and presented to C-Suite for approval
- Collaborated directly with Copy, Design, and Web Production to identify creative solutions for achieving our marketing objectives and ensure on-schedule campaign launches

### **Brand Strategy & Launch**

Jaguar Land Rover North America - Mahwah, NJ

May 2017 to July 2018

Aided in the development and execution of cohesive go-to-market plans for over 35 new Jaguar and Land Rover products - Range Rover, Range Rover Sport, Range Rover Velar, Range Rover Evoque, Jaguar F-PACE, Jaguar E-PACE, Jaguar I-PACE, et al

- Established long-term product development roadmaps to ensure North American global alignment for Digital Marketing, PR, Retailer, Tech Training, and Gov't Affairs
- Assisted in planning and execution of product launch events for 10M+ attendees
- Presented cross-functional analyses for C-suite to assess performance, refine tactics, and develop strategies to ensure each successful product launch

## **Licensing & Product Development**

The Wildflower Group - New York, NY

May 2015 to September 2016

Partnered with clients in CPG, OTC, toys & games, food & beverage, hard and soft line items, health and beauty aids (HBA), apparel, publications, and celebrity sports personalities.

- Assisted in brand strategy development for clients: Girl Scouts of the USA, Campari, SKYY Vodka, Wild Turkey Bourbon, Rodale Publishing, and Matthew Berry Fantasy Life
- Supported new product development, approvals, and segmented sales initiatives
- Analyzed, reported, and presented royalties directly to agency licensors
- Identified and established agency & client positioning by planning branded activation events at industry trade show, LIMA Licensing Expo; inclusive of booth redesign

## Education

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### **Bachelor of Science in Marketing and International Business**

Ramapo College of New Jersey - Mahwah, NJ

## Skills

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- Omniture
- Digital Marketing
- Google Analytics
- E-Commerce
- Search Engine Optimization (SEO)
- Public Relations
- Strategic planning
- Branding
- B2B Sales
- Product Development
- Analytics
- User Interface (UI)
- User Experience (UX)

- Web Development
- Salesforce
- E-commerce (6 years)
- Presentation skills
- Project implementation
- User Acceptance Testing
- A/B testing
- B2B sales
- B2B
- B2B marketing
- Salesforce
- Sales
- Customer segmentation
- Customer acquisition
- Branding
- Budgeting
- POS
- Forecasting
- Project management
- Analysis skills
- Affiliate marketing
- Business development
- Email marketing
- Social media marketing
- Social media management
- Market research
- Research & development
- Research
- Relationship management
- Negotiation
- Account management
- Product Management
- CRM Software
- Business Analysis
- Content Creation
- Content development
- Web design
- Agile
- Application development

## Awards

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### **Girl Scout Leadership Award**

January 2011

## Additional Information

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Local Volunteer Firefighter