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DIRECTOR OF DIGITAL MARKETING & E-COMMERCE*Strategizes and executes digital solutions that develop brand loyalty and solve consumer needs*

Talented, high-energy marketing executive with a proven reputation of driving performance and achieving dramatic growth. Excels at executing in the online space to elevate the customer experience, gain market share, and increase revenue. Top performer and sought-after branding expert with a foundation in traditional marketing and stellar leadership experience in a matrix organization and on cross-functional teams.

AREAS OF EXPERTISE

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- Social Media Marketing
- Search Engine Marketing (SEM)
- Email Marketing
- Display Advertising
- Content Marketing
- Branding Campaigns & Initiatives
- Positioning & Messaging
- Performance Measurement
- Distributed Commerce
- Online Affiliate Programs
- Website Strategy & Development
- Web Analytics

AWARDS & RECOGNITION

LEADERSHIP AWARD, Tribute to Industry Leaders (2015) • YMCA of Westchester County
CAMPBELL AWARD, COMPANY XYZ (2013) • Recognition for significant contributions and achievements

PROFESSIONAL WORK EXPERIENCE

COMPANY XYZ, Newark, NJ

2005 to Present

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Senior Director, Digital Marketing (2014 to 2015)

Promoted to assume direction over strategic digital marketing for all 12 XYZ Brands (including the recently acquired Simon Group's 5 brands), social media strategy, content development and distribution across proprietary digital channels and customer channels, budget management, agency management, and project management of key digital projects, including web and app development. Worked cross-functionally with sales, education, and product development to incorporate digital marketing into product launches and make thoughtful yet quick daily decisions to continue moving the business in the right direction as marketing needs changed and projects evolved.

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- **Drove the strategic direction of a key women's brand** by developing the photography style used on both the physical packaging and digital channels such as YouTube and identifying and partnering with influencers to develop content.
- **Introduced a first-of-its-kind app for the hospitality industry** to deliver an effective digital solution for an un-met consumer need and improve upon a frustrating in-person experience.

Director, Digital Consumer Marketing (2008 to 2014)

Selected for this new role to handle merger-related challenges and manage online key performance indicators (KPIs), e-commerce revenue, social media channels, email marketing, site membership goals, and digital application development, such as iPad apps. Key goals for this included (1) consolidating four website platforms, and (2) creating a consolidated e-commerce solution to grow direct-to-consumer sales. Launched three digital apps and 10+ websites.

Revenue Growth:

- **Grew direct-to-consumer e-commerce 90%** and exceeded revenue forecast 28% by focusing on measurable acquisition strategies such as pay-per-click (PPC) and retargeting.
- **Contributed to 20% year/year increase in inside sales** by launching a proprietary sales support website that allowed sales team to create on-demand catalogs tailored to preferences of international markets.
- **Boosted 2012 revenue 15% year/year** and increased conversion rates by executing targeted email marketing campaigns.

Market Expansion:

- **Grew brand presence across social media channels**, including doubling Facebook page fans year/year to 200,000 in 2014, rolling out Pinterest accounts for several key brands, and creating Vine videos.
- **Realized 85% increase in site visitors** and 75% more page views by implementing PPC and retargeting campaigns and optimizing content to drive consumers deeper into the sites.

Strategic Planning & Product Development:

- **Reduced hosting and operating costs by 70% and 85%**, respectively, by consolidating four e-commerce sites into one.
- **Developed digital applications with physical product tie-ins** for key children's brand.

Continued...

COMPANY XYZ — Continued

Marketing Manager— Crafts Division (2006 to 2008)

Launched and managed a new product line, including its retail presence in AC Moore and Target stores nationwide. Drove sales, expanded distribution, met growth target, and grew consumer subscription database.

Product Manager—Children's Division (2005 to 2006)

Developed new product lines and line extensions for then-largest product line based on market trends and retailer needs. Grew profitability by \$8MM year/year through creative sales promotions and efficient inventory management.

— Early Career in Traditional Marketing —

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Marketing Manager, Hotel Division, ABC CORPORATION, New York, NY

2004 to 2005

Charged with developing and executing marketing strategies to build brand awareness, improve consumer brand perception, and increase market share. Liaised internally to launch new products and manage partnership-related events and related collateral. Presented marketing and media plans to senior management. Managed P&L and achieved financial goals. Led agency relationship and all aspects of creative development.

- **Successfully launched hot breakfast offerings** by promoting their value to franchisees through a series of road shows.
- **Enhanced cross-departmental marketing initiatives and communication** by establishing monthly manager meetings.

Partner, Senior Brand Strategist, XY&Z, BRAND INTEGRATION GROUP, New York, NY

1997 to 2004

Implemented national and global brand and marketing strategies. Determined market opportunities through a competitive analysis of client's brand and product landscape, and then defined core brand values in collaboration with creative teams. Managed client relationship during each project, including plans to achieve deliverables, day-to-day client interaction, and presentation of strategic work and recommendations. *Promoted to Partner in 2001.*

- **Key initiatives included** Suave face care launch, Merrill Lynch global identity, MasterCard small business accounts, and Mercedes S-class brochures.
- **Developed positioning recommendations** for clients in conjunction with in-house consumer research teams to help define brand elements and tone. Created brand guidelines after a client's identity development or redesign project.
- **Instrumental in growing the group's profitability** to \$5MM annually from \$2MM over a four-year period by increasing the rate of new proposals and projects under management.

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EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Communication Studies • OHIO STATE UNIVERSITY, Columbus, OH

Attend annual industry conferences, incl. WOMMA (Word of Mouth Marketing), SMX (Search Marketing Expo) & Digital Kids

- 1 **MAKE YOUR RESUME POP:** Add a professional border, use a small amount of color and introduce bold or italics to make the document easily readable
- 2 **LOSE THE OBJECTIVE STATEMENT:** Replace it with an executive summary that lays out what you offer to the company
- 3 **AREAS OF EXPERTISE:** Use bullet points (not paragraph form) to list your core competencies for easy scanning
- 4 **PRESENTATION COUNTS:** Group job responsibilities in short paragraphs to introduce your role, then add bullet points to list accomplishments
- 5 **KNOW WHEN TO GO BOLD:** Consider kicking off your accomplishment bullet points with the value-added result or benefit in bold
- 6 **USE BULLET POINTS WISELY:** If you use too many, they lose effectiveness – reserve them for items you truly want to highlight
- 7 **PAGE TWO:** If your resume goes onto a second page, include a header with your name, phone number and email address at the top, in case the pages get separated
- 8 **RIGHT FONT, RIGHT SIZE:** Try 11-point Calibri or Cambria for the main text instead of overused fonts like Times New Roman or Arial
- 9 **WHAT TO LEAVE OFF:** Once you've been working for five years, it's not necessary to list every position from early on in your career – or your graduation date

