

Marketing Executive

Year over year success building innovative marketing campaigns for emerging and mature franchises that strengthen brand recognition and equity, deliver superior ROI, and capture new market share.

Experience partnering with many of the nation's most prominent department store and specialty retailers including Nordstrom, Neiman Marcus, Saks Fifth Avenue, Lord & Taylor, Bloomingdales, Macy's, and Sephora.

Expertise managing and negotiating large scale media buys for print, television, radio, cinema, and billboard advertising.

Core Competencies

- Marketing Strategy & Development
- Media Buys/Buying Guidelines
- Product Presentations
- Marketing Collateral Development
- Forecasting/Budgeting/Pricing
- Account Management
- Vendor Management
- Licensing Relationships
- e-Commerce Strategy
- Product Promotions/Samplings
- Direct Mail Campaigns
- Staff Management & Training

Professional Experience

TRIVOLI LTD., New York, NY, 1986 to 2008

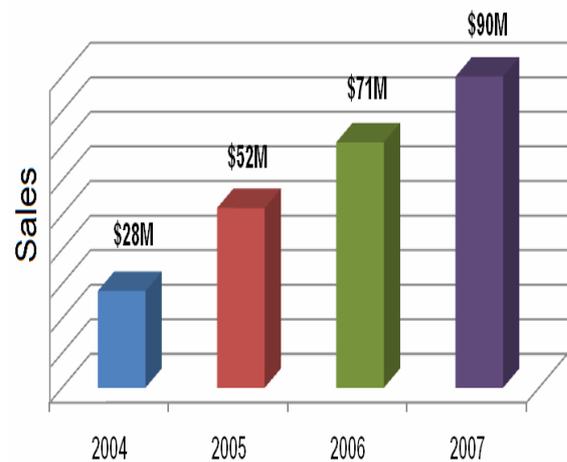
VICE PRESIDENT, MARKETING NORTH AMERICA, DESIGNER FRAGRANCES, 2002 to 2008

Selected to create the strategic vision to drive brand equity and divisional growth following the company directive to globalize all Trivoli companies and implement a more streamlined infrastructure. Oversaw all aspects of marketing, merchandising, and media buys for 15 fragrance products across 7 designer franchises; Donna Karan, Michael Kors, Tommy Hilfiger, Sean John, Missoni, Aramis, and Lab Series. **Advertising & Promotion Budget: \$55M; Staff: 16**

Business Development

- Tripled Donna Karan franchise (\$28M to \$90M) in 4 years; transformed Pristine Mist fragrance from top 20 to top 3 brand by identifying growth potential and strategically realigning operations and budget allocations of the other franchises.
- Successfully grew Donna Karan Pristine Mist brand while simultaneously launching Donna Karan Be Scrumptious fragrance; exceeded revenue expectations for both brands without jeopardizing market share for either product.
- Propelled new Sean John fragrance to #1 men's brand in 2 months, unseating competitor with 5-year reign in #1 spot.
- Grew a previously untapped business with Sephora by 40% over 3 years; worked collaboratively on promotional campaigns, pricing, and forecasting.
- Created "first-of-its-kind" promotional programs including a themed interactive DVD and branded NYC Metrocards.

Donna Karan Franchise



Relationship Management

- Leveraged success of Donna Karan Pristine Mist and Be Scrumptious brands to build a solid reputation with retailers and negotiate better product placement in stores and media venues.
- Built inaugural relationships with top stores including Neiman Marcus, Saks Fifth Avenue, Nordstrom, and Sephora.
- Increased retail sales for franchise's #1 fragrance by 22% while satisfying the interests of licensing partners by creating an upscale scented product promotional campaign that moved the product quickly without compromising brand equity.
- Negotiated gratis advertising including column ads, bus sides, and phone kiosks as part of agreement to do business with advertising partners.

VICE PRESIDENT, MARKETING NORTH AMERICA DESIGNER FRAGRANCES, (CONTINUED)

Process Improvements

- Reduced division's advertising expenses exponentially by uncovering a disparate fee structure and presenting recommendations to senior management for a more equitable expense structure based upon each division's overall volume and budgetary allowances.
- Trimmed time spent managing logistics for retailer presentations by dozens of hours annually while increasing employee productivity and eliminating costly shipping expenses by outsourcing packing and shipping responsibilities to a third party.

EXECUTIVE DIRECTOR, RETAIL SALES DEVELOPMENT, 2000 to 2002

Recruited to develop innovative retail campaigns and sales support materials for treatment, makeup, and fragrance product lines. Acted as liaison between sales and marketing teams and managed cooperative advertising programs to ensure brand integrity and budget compliance. Supervised all production/programming aspects of printed materials inclusive of blow-ins, stitch-ins, remits, enclosures, and direct mail. **Advertising Budget: \$30M; Staff: 9**

- Accelerated event retail revenue \$15M (+60%) in first 6 months.
- Streamlined marketing collateral to create consistent strategy for presenting marketing programs to retailers.
- Partnered with retailers to develop account specific retail programs designed to drive volume based on target audience.

REGIONAL MARKETING DIRECTOR, NEW YORK METRO & PHILADELPHIA, 1998 to 2000

For this large volume, mature business, drove retail sales plan of \$85M through account specific promotional and advertising strategies and exceeded financial objectives for Macy's Northeast, Lord & Taylor, Parfumerie Douglas, and Boscov's.

Budget: \$2.1M; Staff: 12

- In just 6 months, replaced key positions as necessary while simultaneously reducing turnover 7%; reorganization led to increased sales and improved morale.
- Exceeded sales plans and surpassed shipping objectives (110%) while minimizing returns and demonstration expenses.
- Partnered with buying groups to negotiate stock and sales plans monthly to ensure open to buy was commensurate with performance.

REGIONAL MARKETING DIRECTOR, WASHINGTON, BALTIMORE, & PHILADELPHIA, 1997 to 1998

Managed marketing initiatives for Hecht's, Strawbridge's, Nordstrom, Neiman Marcus, Bon Ton, Boscov's, and Lord & Taylor totaling \$60M in annual sales. **Budget: \$1.2M; Staff: 10**

- Recipient of the Trivoli Employee of the Year Award; 1st person in company's history to receive this distinction after just one year in the role.
- Negotiated an unprecedented 20% reduction in demonstration expenses and trimmed personnel costs significantly; solidified relationships with retailers by redirecting savings into additional product advertising.
- Merged 2 regional offices; restructured operations to improve efficiencies and increase productivity.

ACCOUNT EXECUTIVE, SAKS & MACY'S, NEW YORK METRO & PHILADELPHIA, 1991 to 1997

Held 2 Account Executive roles for Saks and Macy's over a 6 year period. Managed 10 doors and \$16M in annual sales.

ACCOUNT COORDINATOR & COUNTER MANAGER, MACY'S, NEW JERSEY, 1986 to 1991

Education

Bachelor of Business Administration/Marketing, Rutgers University, New Brunswick, NJ, 1986

This client worked for one employer for over 20 years so I wanted to emphasize the career growth and titles more than the company name. For her most recent position, competency categories were used to show the diversity of her skill set and her value to employers. A bar graph was used to highlight the impressive sales growth of the franchise she was managing.