

Daniel Reese

Chief Marketing Officer / Chief Digital Officer — Consumer Products Startups

Declaring “game on” to industry goliaths and raising team enthusiasm to fever pitch

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Fortune 100 executive turned nimble startup mastermind who unlocked hundreds of millions for newcomer brands
Consumer-obsessed marketing triple threat who mixes art, science, and technology to disrupt markets

Infectiously energetic leader who leverages megacorp insight to maximize fledgling marketing organizations’ potential. Master of new digital channels, relentless explorer of emerging trends, and “what’s next” champion. Brave business rebel who takes research-backed chances on unorthodox techniques, underdog technologies, and overlooked demographics.

Career Highlights & Candidacy Overview

Groom2u’s Meteoric Impact: Launched the recurring-revenue poster child—stunning heavyweights like P&G and Colgate-Palmolive, and generating **\$150M** in revenue and climbing.

Litebite’s Springboard to Market Domination: Shifted the company’s central challenge from how to spread the word to how to keep the shelves stocked, propelling the snack-sized, low-calorie ice cream brand to **#1 in its category**.

Cafe123’s Exponential Growth: Built a lifestyle brand and formulated and executed a diversified marketing strategy that delivered **20-fold revenue gains**.

CPG industry expert of 20 years

Enabler of \$1B+ acquisition offers

Mentor for prestigious startup accelerator, Y Combinator

MBA & Wharton Digital Certificate

Core Leadership Strengths

Revenue Acceleration ▪ Consumer Insights ▪ Brand Positioning ▪ Diversified Media-Mix Strategy ▪ Digital Marketing Influencer Strategy ▪ Brand Activation ▪ Packaging, POS & Promotion ▪ Customer Acquisition ▪ Creative Management Business Development ▪ Channel Development ▪ Innovation: Products, Processes, and Marketing ▪ Team Building

Professional Experience

GROOM2U ▪ Direct-to-consumer subscription service specialized in grooming products ▪ San Francisco, CA ▪ 2014–2018

Chief Marketing Officer, 2016–2018 ▪ **Marketing Director**, 2014–2016

\$8M budget authority. 10 direct/8 indirect reports spanning Acquisition Marketing, CRM, Consumer Insights, Brand Management, and Social Media.

Built one of the most innovative divisions in content marketing industrywide. Transformed a series of humdrum daily grooming essentials into extraordinary, share-worthy experiences for a **customer base growing by 40K monthly**. Orchestrated the creation of a disruptive lifestyle brand with a unique sense of humor that captured **11% market share** from CPG behemoths.

- Influenced leadership to insource brand creativity and then attracted world-renowned ad-agency talent to form a new team of imaginative brand developers and advertising experts.
- Launched a division to explore products that could be disrupted, leading to 4 market-crushing subscription service concepts, predicted to generate **40% revenue growth** in 2019.

\$1.1B

All-cash acquisition enabled

\$4M to \$150M

Industry-shaking annual growth unlocked

11%

Market Share Seized

- Harnessed the power of video via storytelling and content sharing. Invested heavily in a high-impact, cross-social media strategy, including up-and-coming platforms. Delivered a historically viral video ad that gave rise to **20K subscribing customers within 24 hours** of debut and **100s of millions of views** to date.
- Championed a positive, witty, share-worthy packaging concept that embodied a brand that formed a deep connection with targeted Gen-Y and Millennial customer base.

Professional Experience, continued ...

LITEBITE ▪ Ice cream company and brand specialized in healthy alternative, snack-sized treats ▪ Malibu, CA ▪ 2010–2014
Chief Marketing Officer, 2013–2014 ▪ **VP, Digital Advertising**, 2010–2013

\$10M budget authority. 5 direct/8 indirect reports spanning Brand Marketing, International Marketing, Consumer Insights, and Social Media.

Orchestrated the brand strategy that turned a struggling business on the brink of folding into a **cult phenomenon** and meaningful **competitor to Unilever and Nestlé**—who have since made attractive acquisition offers. Built a unique brand that trailblazed the snack-sized ice cream market and grew a social media fan base with evangelistic zeal.



From unknown brand to category leader

- Tapped into wildly underestimated, low-level social media influencers to create a social-media frenzy. The strategy provided critical traction in building brand awareness and **attracting \$20M from investors**.
- Upgraded team to a customer- and technology-obsessed group of 25 with deep expertise in creative advertising, digital marketing, consumer experience, brand advocacy, and new digital platforms. Pulled all outsourced services in-house to build an authentic brand voice and generate massive long-term savings.
- Eclipsed revenue expectations, **surpassing targets by 30%** by championing a social media engagement strategy that broke hashtag-usage records for the ice cream category and by launching a laser-targeted and well-tested Google, Facebook, and Instagram advertising strategy.

20M

Units sold in 2018

3,000%

Sales growth in a single year based on an explosive social media strategy

CAFE123, INC. ▪ Flavored cold-coffee-beverage startup and disruptive lifestyle brand ▪ New York, NY ▪ 2008–2010

Senior Director, Marketing

\$2M budget authority. 10 direct/8 indirect marketing, media buying, and creative reports.

Masterminded and rolled out a diversified marketing strategy that led to **monumental revenue impact** and private-equity interest. Played a key role in building the fastest-growing single-bottled, cold-brew coffee business on the market.

- Professionalized and upgraded a disorganized marketing organization with severe talent gaps and introduced a data culture to promote metrics-driven decision making.
- Established rudimentary business processes critical to operational efficiency, such as a content calendar aligned with inventory and promotions to manage creative resources more effectively.
- Unlocked new media channels that **doubled revenue in a single year** and eliminated inefficient channels. Launched the first-ever direct-mail campaign and the first TV spot. Championed investment in Facebook and YouTube.

\$1M

to **\$20M**

Revenue growth generated during tenure

Fortune 100 Career Foundation

PROCTER & GAMBLE (Head & Shoulders Brand) ▪ Marketing Director (2005–2008) ▪ Communications Manager (2003–2005) ▪ Asst. Brand Manager (2000–2003) ▪ Analyst (1999–2000)

- Revitalized a dated and sluggish brand, creating a holistic marketing and communications campaign that attracted a new generation of consumers and **skyrocketed revenues 18% in a starved-for-growth market**.
- Built invaluable exposure to the inner workings of a CPG titan and deep insight into how to build highly professionalized, world-class marketing organizations.

Education & Professional Development

UCLA ▪ Bachelor of Science, Business Administration ▪ 2000; Master of Business Administration ▪ 2007

Wharton School ▪ Digital Marketing Certificate ▪ 2015

RESUME STRATEGY

Daniel Reese loved the energy, excitement, and payoff of being involved in a budding startup. He was finished with gigantic enterprises where he felt stifled by the bureaucracy. But he knew that part of his most recent career successes were owed to people wanting to hear what the “Procter & Gamble guy” had to say.

With this in mind, together we built his CMO brand around his being a Fortune 100 executive turned startup brand and growth strategist—and someone uniquely qualified to help startups capture market share from the biggest names in consumer products. This idea is reflected in the branding statement under his headline at the top, and in the shaded light-purple box in the summary section that describes who he is.

Daniel’s career successes were groundbreaking. He had turned 3 unknown brands into textbook social media success stories. Thus I wanted those 3 big names to take center stage in a career highlights section at the top of the resume. I also wanted to give the reader a quick-read candidacy scorecard in the same section that points out some of his unique qualifications, such as his enablement of \$1B+ acquisitions and the fact that he is a mentor for seed accelerator Y Combinator (quite a distinction in the startup world).

In the experience section, numbers are king. A bright-blue box shows his big, quantifiable impact, superimposed on a lighter-shaded box that tells a story of transformation and startup success. Bold is used throughout to draw the eye to important and quantifiable results.