

**Senior Marketing Leader skilled in performance marketing, marketing operations, lifecycle marketing, and brand strategy.** Deep experience leading teams of up to 16 associates and managing third-party agencies while balancing up to \$500M in annual sales. Has overseen spends of up to \$1.5MM per month in SEM and social media programs. Well-versed in driving online and in-store sales with major retailers.

- Growth Marketing
- Strategic Planning
- Data Analytics & Insights
- Brand Management
- Omnichannel Marketing
- Site Merchandising
- Budget Management
- Promotional & Pricing Strategy
- Advertising & Media Planning
- Public Relations
- Social & Influencer Marketing
- Project Management
- Content Marketing
- Community Management
- Email/Push/SMS & CRM

## SELECTED ACHIEVEMENTS

**Growth & Performance Marketing:** Boosted web traffic by 75% and revenue by 25% YOY using new SEM strategies including PPC, SEO, native advertising, affiliate programs, and social media, while keeping the cost of acquisition low and achieving a return on ad spend (ROAS) of 4 or higher.

**Managerial Excellence:** Honored with Chairman's Award – JCPenney's Highest Award for managerial excellence for leadership demonstrated in a pilot omnichannel project team that combined three core businesses (brick and mortar, e-commerce & catalog) into a single enterprise.

**Organizational Optimization & Design:** Collaborated with HR and C-Suite to successfully implement a comprehensive team reorganization for the marketing/creative organization, resulting in a 50% reduction of SG&A costs and improved efficiency to align with the company's digital-first needs.

## PROFESSIONAL EXPERIENCE

### VICE PRESIDENT, CONSUMER MARKETING

A+E NETWORKS | SEPTEMBER 2021 – Present (Contract Role)

*Brought in as the VP, Digital Audience Development's maternity cover based on my track record of digital marketing success. Contract was extended 3 additional times to cover Consumer Marketing for the HISTORY Channel, Special Projects, & Marketing Operations.* Global media and entertainment brand whose portfolio includes A&E, The HISTORY Channel, and Lifetime.

- Drove 22% viewership growth for HISTORY channel's top-rated show by leveraging audience data to drive acquisition and engagement across channels as the channel's interim marketing leader.
- Led the redesign and optimization of the consumer email program, resulting in a 34% improvement in click-through rate (CTR) by implementing new email templates, audience segmentation strategy, and improved planning process.
- Spearheaded the development of a comprehensive media strategy for a diversity-focused recruitment campaign resulting in a significant increase in the number of BIPOC (44%) and female candidates (58%).

### VICE PRESIDENT OF MARKETING

REBECCA PAGE, LTD. | NOVEMBER 2020 – SEPTEMBER 2021 (CONTRACT ROLE)

*Hired to help establish formalized marketing function due to my vast experience in running lean marketing teams and developing operational excellence.* E-Commerce start-up selling digital downloads, virtual summits, and supplies to craft-oriented consumers globally. Managed a global team of seven employees spanning four continents.

- Championed the development of new product bundles and pricing strategy, resulting in a 220% increase in average order value and improved profitability.
- Developed and executed a comprehensive marketing strategy that included social media programs, email campaigns, and paid marketing efforts, leading to a 16% YOY growth in the online community.

## VICE PRESIDENT OF MARKETING

CLI STUDIOS, INC. | DECEMBER 2019 – SEPTEMBER 2020

*Recruited to join the company as the first VP of Marketing to establish a full marketing program for the company and expand the company beyond dance education.* B2B SaaS start-up servicing dance studios, schools, and dancers in 150+ countries.

- Doubled (2X) the company's Monthly Recurring Revenue (MRR) by pivoting the business and launching new direct-to-consumer product during COVID-19.
- Led partnership with Universal Music Group, Motown Records, and Capitol Records to create a series of viral dance videos including an influencer/UGC campaign supporting the launch of major recording artists Migos' Taco Tuesday resulting in over 6 million views.
- Achieved a 375% growth in Instagram followers, increasing from 38,000 to 180,000 in less than 6 months, while maintaining high levels of engagement.

## SENIOR DIRECTOR, DIGITAL MARKETING, CREATIVE, & CRM

BALFOUR | JANUARY 2018 – DECEMBER 2019

*100+ year old company that was losing market share due to shifting consumer attitudes. I was brought in to help build and grow an e-commerce marketplace business targeting students and their families.* \$350M+ Class Ring, Yearbook, & Grad Product company serving 130,000+ schools and their students. Led the marketing, creative, and CRM organizations of 16 employees.

- Expanded consumer email database from 10,000 opt-ins to over 500,000 in less than 18 months while maintaining open rates and resulting in a 766% increase in attributable revenue.
- Boosted college ring revenue by over 100% YOY through the development of omni-channel marketing programs on over 400 college campuses.

## HEAD OF MARKETING

HerRoom.com/HisRoom.com (dba Andra Group) | AUGUST 2016 – NOVEMBER 2017

*Hired to move and re-establish marketing organization from New Jersey to Dallas and to prepare the company for potential sale.* \$70M+ online luxury lingerie e-commerce business doing business as herroom.com & hisroom.com.

- Doubled (2X) the men's underwear business YOY through optimization and creation of digital marketing programs.
- Optimized affiliate program revenue contribution by 15% while reducing cost and increasing efficiency and exceeded 20% YOY growth in marketplace business on Amazon, Walmart, and eBay.

## VICE PRESIDENT OF MARKETING

ARTERIORES HOME | MAY 2015 – AUGUST 2016

*Hired to lead the growth of the company in both the B2B and B2C space and to establish a digital presence.* \$125M+ Artisanal home décor & lighting company with large national sales team (B2B) and multiple retail locations. Managed 6 direct reports covering marketing and creative.

- Provided strategic vision and leadership for the development and implementation of the company's first omnichannel marketing plan, resulting in a \$12.5MM increase in revenue.

**DIRECTOR OF MARKETING | BSN SPORTS | MAY 2012 – MAY 2015**

**SR. MERCHANDISE MARKETING MANAGER – FOOTWEAR | JCPENNEY | MARCH 2007 – MAY 2012**

**DIRECTOR OF MARKETING | JACUZZI WHIRLPOOL BATH | MARCH 2004 – MARCH 2007**

**ACCOUNT EXECUTIVE | FIRM DE+CO | MARCH 2003 – MARCH 2004**

**SR. MARKETING COORDINATOR | TOTO USA | AUGUST 2000 – MARCH 2003**

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## EDUCATION

BACHELOR OF ARTS | Mars Hill University