

PROFESSIONAL SUMMARY

Strategic, Driven Executive with 12+ years of experience in branding, sales, and marketing luxury products and services to affluent customer segments for both large and small brands
Innovative Problem Solver with strong analytical skills combined with an extraordinary ability to craft strong value propositions that improve organizational and brand effectiveness
Executive Team Player with thorough understanding of go-to-market strategy, omni-channel distribution models, and financial management
Energetic Leader with experience managing teams and successful cross functional projects

EXPERIENCE

Senior Director, Brand Marketing - PCA Skin Scottsdale, AZ: August 2016 – Present
Direct the brand marketing strategy, product development & innovation, merchandising, and packaging which has led to double-digit growth and the 2018 brand acquisition by Colgate-Palmolive

- Responsible for product portfolio management, lifecycle, and SKU rationalization plan
- Lead design and implementation plan for brand-wide merchandising across distribution
- Directed launch plan for a 1,200 door wholesale expansion partnership that drove brand awareness and reach while surpassing revenue plan by +20%
- Spearheaded development, support, and launch of the #1 selling product in the brand's 28 year history; outperformed launch plan and attained 50% of annual projection in month one

L'Oreal USA, Luxe Products Division New York, NY: June 2007 – August 2016
\$30 billion worldwide leading beauty company, managing innovation across a portfolio of 28 iconic brands

Director of National Accounts, Sales - Clarisonic Seattle, WA: 2015 – 2016
Responsible for the sell-in and sell-thru strategy, forecasting, and relationship management across key national accounts including TV retail (QVC), wholesale, and pure play e-tail accounts totaling over \$36M+ in net sales

- Established the promotional strategy, product plans, and managed portfolio offerings
- Responsible for achieving net sales goals for five \$1M+ accounts
- Led direct selling team to ensure flawless execution, first-ever product sell outs, and consistently surpass sales goals
- Directed open to buy negotiations, sales support contracts, and maintained the advertising budget

Director, Brand Marketing - Clarisonic Seattle, WA: 2013 – 2014
Created and implemented overarching brand strategy and market plans for US Market ensuring all messaging was consistent and cohesive across all channels of distribution and points of customer contact

- Directed strategy and implementation of a portfolio simplification initiative consisting of a new packaging and a brand-wide communications campaign that led to double-digit sales increases
- Chosen by CEO to manage Sales and Marketing for \$40 million retail business after exceeding sales expectations and turning around a declining business to drive +35% sales growth YOY
- Managed \$15 million advertising and PR awareness budget, including print and TV media planning and buying for US market, and delivered within budget to grow awareness and drive sales
- Formed and led a brand marketing team to oversee brand positioning, messaging, retailer relations, strategy and execution of all new product launches
- Planned and directed multiple market research studies including brand awareness and product usage, portfolio positioning, and pricing focus groups

Marketing Manager, Cleansing Devices - Clarisonic Seattle, WA: 2012 – 2013
Responsible for conception and launch of all product innovation, advertising, and packaging

- Selected by top management to relocate from New York to Seattle and lead new brand acquisition onboarding and process integration
- Conceptualized and brought to market numerous new products while analyzing sales results and working with cross functional partners to manage product life cycle

Marketing Manager, Retail Stores - Kiehl's Since 1851 New York, NY: 2010 – 2012
Managed a team of two to drive retail distribution, responsible for \$3 million marketing fuel budget, retail channel strategy, brand flagship spa conception, development and launch

- Created and standardized the new store opening strategy, product launches and promotions in 45 retail stores driving double-digit growth YOY and surpassing profit expectations
- Developed direct mail marketing campaigns to support new store openings, new customer acquisitions, and seasonal marketing promotions
- Launched and managed a system wide consumer recycling program that increased foot traffic to retail stores and collected 500K+ used bottles and tubes for proper recycling/upcycling

Assistant Marketing Manager, Retail Stores - Kiehl's Since 1851 New York, NY: 2009 – 2010
Pioneered a Retail Center of Excellence, managed retail store marketing, operations and CRM for two brands

- Controlled budgeting and planning of in store collateral, merchandising, and oversaw all marketing, event planning and direction for 36 retail locations
- Led multiple support teams to successfully forecast, drive sales, and grow customer database 20%+ YOY

Management Development Program Member - Luxe Division New York, NY: 2007 – 2009

- Transformed category with the enhanced launch of a \$30MM product- Lancôme USA
- Created a discontinuation and SKU rationalization process that streamlined portfolio and drove revenue

Account Executive- BYU Ad Lab Provo, UT: 2006 – 2007

- Supervised account planning, qualitative research, and creative execution for national clients in resort, outdoor, travel and leisure, fashion, and entertainment industries

EDUCATION

Brigham Young University, Provo, UT April 2007
 Bachelor of Arts, major in Communications—Advertising and Marketing

- Dean's List recipient 2005-2007

PERSONAL ACHIEVEMENTS

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- Won the grand prize in an international advertising competition by beating teams from 35 countries with an innovative, non-traditional advertising campaign and brand strategy
 - Fluent in Spanish and a passionate global traveler
 - Served a 2 year Spanish speaking voluntary service mission for church
 - Achieved Eagle Scout rank and actively volunteer with Boy Scouts of America
 - Skilled and published photographer (New York Times, Wall Street Journal, NY Post)
 - Outdoor enthusiast and athlete of snowboarding, cycling, golf, softball, and rugby

TECHNICAL SKILLS

Presentations/visuals	Microsoft Office 365, Adobe Creative Cloud- Photoshop, Illustrator, Lightroom
Digital/Social Media	Twitter, Facebook, Instagram, YouTube, Vimeo, LinkedIn, etc.
Operating Systems	PC and Apple; Windows, Mac OS X
Spreadsheets	Microsoft Excel, Microsoft Access
Word Processing	Microsoft Word, Adobe InDesign
ERP	SAP, Microsoft NAV
3D Printing	Prusa, Slic3r, TinkerCAD