

GLOBAL CREATIVE AND MARKETING EXECUTIVE

Strategic Growth Catalyst Driving Innovative Marketing Programs for Notable Luxury Brands

Energetic Marketing Executive with a global perspective and rich blend of successes across retail, wholesale, e-commerce, and outlet channels. Excel at leading teams to drive customer engagement, fuel revenue growth and deliver high ROI brand communications by rallying excitement around a vision of shared success. Agile at developing scalable programs as well as niche marketing. Thrive in fast-paced environments where opportunities to maximize brand potential that leverage digital innovations are abundant.

“The publicity of this event should create massive impressions across the media landscape and provide a further positive brand halo for Coach beyond today’s event,” Jefferies analyst Amanda Knoll writes, noting the staggering impact of the brand’s event with Taylor Swift...” *excerpted from Wall Street Journal, October 2017*

- **Change agent who pioneers cutting-edge strategies and challenges status quo** by shifting the paradigm in marketing plans and execution; created and launched first-to-market campaigns that catalyzed revenue growth and recognition for brands such as Tory Burch, Harry Winston, Links of London and others.
- **Conceived of and launched a unique, first-of-its-kind marketing initiative by partnering with The New York Times**; this launch was hailed as not only pioneering, but more importantly, kickstarted a healthy transactional revenue stream that refreshed the Harry Winston bridal category.
- **Implemented KPI’s and effectively managed resources at global luxury brand organizations** to productively measure campaign performance and digital programming results, and to align resources, budgets and talent to drive optimal ROI.
- **Demonstrated excellence as a digital and social media strategist**: helmed innovative audience-driven investments that increased demand by 98% comp YoY in social media and 41% in email campaigns for Coach. Earned recognition from CEO of Tapestry, Inc., for accelerated results within less than 2 years.

PROFESSIONAL EXPERIENCE

TORY BURCH – New York, NY | 2011 - PRESENT

Divisional Vice President of Marketing & Public Relations North America

Recruited for expertise in local marketing and regional rolodex. Promoted within a year from Senior Director to Divisional Vice President, reporting to Global Chief Marketing Officer. Led a team of 50 managers and professionals in functional areas that included omni-channel brand marketing (retail, e-commerce, wholesale and outlet), advertising, public relations, influencers, customer relationship management (CRM) and analytics. Held accountability for \$70M P&L. Developed and executed strategic plans for the largest global business unit of this luxury brand.

- Pioneered a multi-platform, multi-channel and multi-partnership strategy in collaboration with global marketing on launch of Taylor Swift campaign in 2017 that:
 - Generated 500K new email acquisitions, resulting in a 20% lift in the \$300-\$400 product range.
 - Effectively repositioned the brand to resonate with millennials and re-engage existing customers.
 - Became recognized as one of the most effective 360° marketing programs to date and ignited an overnight increase in stock price of 2%.
- Boldly countered effects of a deep budget cut of 25%+ by implementing strategies that drove an uptick in retail traffic by 10% during holiday season and launching digital programmatic advertising that increased site revenue by \$19M annually. Eliminated influencer contracts and gifting to drive added savings of \$350K.
- Grew outlet sales by \$8M annually in a lucrative market through disruptive initiatives such as “on mall” advertising campaigns. Concurrently, saved up to \$2M annually through targeted marketing initiatives.

- Increased brand awareness with Tier 1 wholesalers such as Nordstrom's and Neiman Marcus through special events, organic social media placement and PR initiatives that resulted in third-party endorsements and more than 500K in new social impressions.

HARRY WINSTON – New York, NY | 2007 - 2011

Director, Marketing & Public Relations North America

Recruited by former CEO for luxury background and creative “disruptive” strategies. Reported to VP Retail, North America. Managed a team in functional areas that included retail and e-commerce, PR and CRM. Directed \$6M P&L.

- Spearheaded a cause-marketing campaign to position Harry Winston as the high jewelry brand of choice within the philanthropy world; partnered with 8 select non-profits nationally to deliver \$3.8M in sales annually.
- Built a niche channel for high net worth (HNW) clientele that previously hadn't existed; competed more effectively against brands such as Cartier's and Tiffany's. Increased overall yearly revenues by \$2.3M.
- Eliminated inefficiencies and saved \$3M annually by streamlining operations and maximizing resources.

RALPH LAUREN – New York, NY | 2005 - 2007

Director, Wholesale Marketing

Managed all cross-divisional wholesale initiatives, reporting to Senior Vice President of Wholesale Marketing and Advertising. Developed executive summaries, crafted presentations.

- Collaborated with Divisional Vice Presidents and their teams to develop and implement wholesale marketing best practices.
- Presented senior teams with insightful competitive intelligence reports on market trends within retail and wholesale sectors.
- Researched and made strategic recommendations to senior management regarding potential online business development projects.
- Played an integral role in key launches and other highly visible initiatives to build brand awareness and increase revenues. Worked on a vital e-comm project and a Macy's holiday campaign.

LINKS OF LONDON – New York, NY | 2000 - 2005

Marketing Manager, North America

Reported to CEO, North America and acted in capacity as Second-in-Command. Directed a small team in marketing functions that included retail, e-commerce, wholesale and corporate gifts. Managed all agency relationships.

- Launched the e-commerce business for this British-owned and headquartered, global luxury jewelry company.
- Executed highly effective marketing programs within each business unit and cross-divisionally that drove exponential revenue growth.

Earlier Luxury Retail Career – **Bulgari**: Senior Client Representative for Daniel Roth and Gerald Genta,
David Yurman: Retail Development Associate

EDUCATION AND INTERESTS

FORDHAM UNIVERSITY, NY, NY

Master of Arts, Public Communications, 2002 (*Hand selected for this accelerated graduate program*)

Bachelor of Arts, Communications, Media Studies & French, 2001

~ Conversant in French ~

~ Avid supporter of the Arts: Creative Time, MOMA and The Whitney ~