

# Brand Strategist

Contact information

## Summary of Qualifications

As a Brand Strategist who has achieved measurable success in driving brand growth for Consumer Packaged Goods (CPG) and Over-the-Counter (OTC) healthcare businesses, I draw upon consumer insights and industry trends to inform my product marketing and communications strategies. Not only have I achieved measurable success in traditional brand management roles, but I have also led a small marketing agency to achieve double-digit growth in revenue and client acquisition.

## Notable Achievements

- Tapped by senior management to manage aggressive marketing timeline for successful launch of Claritin – industry’s largest Rx-to-OTC switch - laying foundation for \$525M business in year one, with #1 share position (42% of market) in 4 days
- Strategized & ran global brand refreshes for Schick®, Playtex®, FootJoy® & Systane®
- Won multiple awards from GDUSA & Davey Awards for packaging designs for Playtex Infant Care, Playtex Gloves, Wet Ones, Shick Intuition & Systane
- Led creative development & successful product launches of high-profile licensed properties from Nickelodeon & Warner Brothers for Playtex Baby product line, & led communications re: processes between client & licensors
- Launched first-to-market sunscreen product, Coppertone Continuous Spray, cited in *Business Week* as one of “Best New Products of 2005,” achieving >\$50M in annual retail sales in first year
- Achieved double-digit agency growth by expanding client base through delivery of award-winning, strategic & creative output

## Professional Experience

**Agency Name**

2010 - present

**Vice President, Strategist**

(promoted from Senior Account Manager and Director of Client Partnerships, Strategist)

- Lead 10+ member team in developing brand strategies & positioning new product launches, packaging refreshes, & digital content for Consumer Packaged Goods (CPG) & Over the Counter (OTC) businesses
- Direct annual strategic planning process focused on identifying & managing key agency growth initiatives
- Manage marketing, operations & budgetary facets for agency
- Develop new business presentations for prospective clients based on qualitative & quantitative agency credentials
- Analyze consumer insights & industry trends to develop competitive edge & identify target markets

**CPG Company Healthcare**

2002 - 2010

**Product Manager**

(promoted from Associate Product Manager & Consumer Promotions Manager roles)

- Conceived 5-year innovation & new product development strategy for MiraLAX brand
- Led cross-functional team to develop market-research plan, product development timeline, regulatory & sourcing strategies, & financial projections

- Analyzed consumer & market trends, as well as SWOT analysis of brand & organizational strengths to create roadmap for new product development
- Identified short & long-term growth opportunities including close-in line extensions & brand expansion into new areas.
- Directed 16-week cross-functional process to identify new long-term, high-growth platforms for MiraLAX brand
- Managed development & launch of Coppertone & Dr. Scholl's brand websites by setting objectives, directing & approving design & content
- Developed \$250K consumer promotions program for A+D diaper rash ointment via in-hospital sampling
- Led McKinsey study to confirm size of pediatric market for Claritin & set short & long-term growth strategies, then implemented targeted programs to reach parents & medical professionals
- Worked with external agency to assess Hispanic demographic through 3-phase market research initiative consisting of concept testing, creative development & development of quantifiable in-market testing
- Owned financial forecasting & ship-share model for Claritin's \$525M business

**Consumer Products Company**  
**Assistant Product Director**

2000 - 2002

- Developed new product strategy for First Aid Kit line
- Led cross-functional team to launch two new products from concept development, through operational & financial assessments, graphic development & production

**Education**

New York University, Stern School of Business  
 MBA (Trustee Scholarship recipient)

Drew University  
 B.A. - Political Science, cum laude