

- Over 10 years of experience driving brand visibility, sales revenue, and profitability for leading global retail brands.
- Proven success delivering growth through strategic partnerships, in-store activations, and brand marketing programs.
- Extensive experience managing large-scale budgets with regard for ROI.
- Develop strategic partnerships to maximize marketing reach, leveraging a deep network of industry relationships.

AREAS OF EXPERTISE

Sales & Business Development | Revenue Generation & Growth | Partnership Development | Sponsorship Activation
Integrated Marketing Strategy | Account Management | Relationship Building | Budget / P&L Management

EXPERIENCE

Strategic Sales & Marketing Consultant | MULTIPLE COMPANIES | New York, NY 2017 – Present

Advise retail brands around sales, marketing, and business development strategies, including new product launches, brand partnerships, campaigns, experiences, and events. *Clients include: Company ABC, Company Confidential.*

- Provide guidance on strategic partnerships, business development, and marketing initiatives; support the development of sales collateral, promotional materials, and events to drive brand visibility and revenue.
- Identify and build collaborations with strategic brand partners.
- Deploy strategies to target new and existing customers while driving traffic and revenue across all channels.
- Supervise large-scale budgets and P&Ls for marketing, communications, and advertising.

Key Results:

- Generated \$10K in daily sales by partnering with B2B brands to create strategic sponsorships.
- Drove a 30% increase in online revenue through influencer and strategic partnership efforts.
- Increased sales (12% in 6 months) by developing integrated marketing campaigns to support the launch of Home, Fragrance, and Intimate Apparel/ Loungewear categories, and relaunch of Jewelry.

Manager, Sales & Enterprise Partnerships | COMPANY CONFIDENTIAL | New York, NY 2014 – 2017

Developed and managed a book of recruiting business that included partnerships with leading fashion, beauty, home, and accessories brands. Key point of client contract responsible for understanding business goals and developing strategies to place top talent in a highly competitive market. Reported into the president and CEO.

- Developed new business opportunities through collaboration with account management teams.
- Leveraged existing client base to drive referrals and build pipeline.
- Communicated with prospective clients through cold and warm calling, networking events, and social media.
- Negotiated contractual terms for employment services, and worked with teams to ensure smooth handoff.

Key Results:

- Generated revenue by identifying dormant accounts for reactivation and expanding existing account relationships.
- Sourced and qualified sales leads; drove conversions through consultative selling and relationship building.

Sales & Marketing Manager | COMPANY XYZ | New York, NY 2006 – 2010

Partnered with sales, creative, and merchandising team to develop sales and marketing campaigns for a global luxury brand. Drove revenue through in-store events and brand collaborations with global and national retail partners.

Key Results:

- Helped launch 10 new locations nationwide within one year, including the Los Angeles flagship location.

EDUCATION

BS, Merchandising & Marketing Management | BOSTON UNIVERSITY | Boston, MA