

Lifecycle Marketing, Amazon Luxury Strategist with 10+ years of experience in the Fashion & Beauty industry.

Expert in optimizing Email/SMS Marketing, content strategy planning, Lifecycle Marketing, customer journey mapping, and Predictive Analytics. Specialized in customer segmentation with list sizes ranging from 1.7M to 200K, E-commerce Strategy, and Website Management. Proven expertise in client communication, CRM systems, data management, A/B testing, marketing automation journeys, and data analysis.

- Email & SMS Marketing
- Strategic Planning
- CRM & Data Analytics
- E-commerce Management
- Omnichannel Marketing
- Client Strategy
- SEO / SEM
- Predictive Analytics
- Amazon Luxury Strategy

PROFESSIONAL EXPERIENCE

Founder & Headpiece Designer | RedDoorStudio54.com

RED DOOR STUDIO54 | New York, NY | *Jan 2018 - Present*

- Founded Red Door Studio54, pioneering exclusive couture Headdresses and Headpieces in NYC for festivals, editorials, and commissioning jobs. Committed to using recycled and sustainable ethical materials while following industry trends.

Senior Email/SMS Marketing Strategy Manager

EXPLODING KITTENS (board games) | Los Angeles, CA (Remote) | *Jul 2022 - June 2023*

(Company layoffs)

- Executed Lifecycle Global Marketing communications, brand awareness, upselling, and cross-selling strategies.
- Owned performance marketing and managed Email Marketing & SMS channels, reporting, scheduling, driving program strategy, and led collaborative execution for board games.
- Spearheaded SMS Mobile Marketing and Email Marketing Programs, achieving a 10% lift in customer retention.
- Strengthened flexible monthly calendars, QA testing accuracy, and A/B testing, resulting in a 10% revenue increase.
- Managed relationships with 3rd party vendors and ad agencies, driving a 5X ROI and user acquisition.
- Hands-on experience, a strong understanding of HTML/CSS, and email template editing in Klaviyo.

Director of Digital

SLOOMOO INSTITUTE | New York, NY | *Jan 2022 - July 2022*

(Recruited by Exploding Kittens)

- Led Omni-channel digital experience, and marketing strategy with an inclusive LGBTQ+ community-building.
- Aligned business strategy development with go-to-market strategies targeted for live events, ticket sales, commercial ethical partnerships, and business operations for New York, Atlanta, and Chicago markets.
- Drove a 10% increase in website traffic and a 15% growth in online sales with up-sell and cross-sell strategies.
- Optimized Klaviyo Email Marketing automation and Attentive SMS campaigns for a 5% boost in customer conversion.
- Served as an in-house Email & SMS expert, staying ahead of platform changes, user research, and consumer engagement communications, increasing customer service response by 10%.
- Managed DTC Shopify in-store/online performance marketing, site development, Google Shopping, and Recharge Subscriptions, achieving a 10% improvement in customer sales.

Senior Email Marketing Strategist

TUPPERWARE | Orlando, FL (Remote) | *Nov 2020 - Nov 2021*

(1-year contract)

- Developed B2C / B2B marketing strategies and sales, achieving a 20% increase in email revenue.
- Optimized segmentation, multivariate testing, and Email Marketing automation journeys, resulting in a 25% highly efficient email personalization.
- Implemented CRM Ads in Emarsys, contributing 10% in overall strategic marketing objectives ROI.
- Leadership experience in building scalable direct response workflow processes, and motivating innovation.
- Developed innovative learning strategies on the test-and-learn roadmap based on customer conduct market research.

Email Marketing Manager - Strategic Client Services

EMARSYS | New York, NY (Remote) | *Mar 2020 - July 2020*

(Covid downsize)

- Owned CPG client strategy consulting services, achieving a 15% increase in customer engagement.
- Provided strategic account management launch planning and A/B testing for Email Marketing automation journeys, in-site personalization, mobile strategy applications, in-app push, Direct Marketing (Direct Mail), SMS, and CRM Ads.
- Implemented integrated marketing data-driven campaigns, leading to a 10% improvement in customer retention.
- Optimized Email segmentation and targeting strategies to ensure user needs, customer satisfaction, and engagement.
- Demonstrated success in managing email calendar strategy, optimized and analyzed performance of lifecycle journeys, and balanced creative with data-driven client relationships insights.

Amazon Luxury Business Manager

PARLUX FRAGRANCES | New York, NY | *Sep 2019 - Mar 2020*

(Recruited by Emarsys)

- Handled all Amazon Vendor Central business relationships for Parlux Luxury retail CPG Fragrances (Kenneth Cole, Vince Camuto, Tommy Bahama, Jason Wu, Norell).
- Exceeded 3M sales goal by optimizing Product Catalog Strategy, New Launch Strategy, Sampling Program (Vine), Promo setup, and A+ Amazon Content marketing plan and market analysis implementation.
- Leadership and ability to expand Amazon A+ Pages: optimizing global product usage, brand and product strategy, setup of new & improving existing pages.
- Resourceful in negotiating special category and banner placements, Deals of the Day, and Lightning Deals.

E-commerce Marketing Manager

STRIVECTIN | New York - NY | *Jun 2016 - Nov 2017*

(1-year contract/company reorg)

- Drove day-to-day site development operations, owned initiatives for new product launches, Loyalty Programs, and Auto-Replenishment.
- Owned day-to-day Website refreshes, product Merchandising, usability, and improved on-site Search in Magento.
- Led Bazaarvoice Sampling brand marketing program, with Direct Mail, resulting in an 8% growth initiative.
- Sharpened Marketing/ Educational toolkit materials + production of Direct Mail pieces to support new product launches.
- Managed website development, user interface, creative briefs, Google Ads Shopping, and Affiliate marketing.
- Expanded Amazon A+ Pages: strategy + setup and optimized SEO on existing pages.

E-commerce Marketing Manager North America

ESTEE LAUDER - ORIGINS | New York, NY | *Jul 2015 - Jun 2016*

(1-year contract)

- Led cross-functional teams to create and execute the proper function of the website's content development.
- Ensured brand guidelines consistency, product adoption roadmap, and e-commerce operations in Drupal CMS.
- Managed Origins B2C Email Marketing program, Direct Mail, focusing on Triggered, Loyalty, and Reactivation programs and achieving a 15% increase in email revenue growth and a 10% lift in customer retention.
- Optimized database customer segmentation, maximizing ROI and engagement while minimizing opt-outs by 5%.
- Contributed to Origins.com's growth strategy, managed budget, assisting P&L strategy with the finance team.
- Utilized strong analytical skills resulting in a 20% increase in online sales targets Retail Marketing sales and product development adoption.

E-commerce Marketing Manager

SHISEIDO COSMETICS USA | New York, NY | *Jan 2014 - Jan 2015*

(1-year contract)

- Monitored content creation to enhance website/email program effectiveness, and brand campaigns resulting in a 16% increase in customer acquisition strategies.
- Optimized landing pages SEO, enhancing Customer Experience (CX) ratings, SEM, and conversion metrics, reducing exit rates by 15%.
- Managed all online merchandising, cross-sell opportunities, and content creation strategies for Shiseido.com.
- Launched Clé de Peau Beauté website, achieving topside sales plans while keeping the brand's competitiveness.
- Partnered with 3rd party vendors for Paid Search, Retargeting, Display campaign, and stakeholder management.

Assistant E-commerce Marketing Manager

FULL BEAUTY BRANDS | New York - NY | *Mar 2007 - Dec 2013*

- Increased Customer acquisition through triggered email marketing campaigns outperforming by 40%.
- Enhanced customer experience ratings and conversion metrics to reduce return rates with Power Reviews by 20%.
- Managed monthly calendar of website and email marketing processes, content, and promotions.
- Improved user experience (UX) driving (UAT) of new site functionality, user testing in Mobile and Responsive design websites, and working cross-functionally in collaboration with copywriters to enhance SEO best practices.
- Partnered with the Social team for Facebook, Pinterest, and Twitter promo/sweepstakes, driving a 30% increase in social media engagement, and improved peer team performance by mentoring.

Marketing Merchandising Assistant

LEBLON - New York, NY | *April 2006 - March 2007*

- Conducted graphics production, and distribution of promotional items, improving product campaign efficiency by 30%.
- Coordinated POS marketing materials for sales team in 7 states, meeting tight deadlines with high-quality deliverables.
- Oversaw marketing budget management, achieving cost savings of 15%.

Hospitality Marketing Assistant

BRETT ROBINSON GULF CORP | Gulf Shores - AL | *May 2003 - April 2006*

- Maintained daily website updates, newsletters, and post-hurricane disaster relief information for 1800 rental units.
- Assisted in the creative development of customer-facing marketing materials and analyzed data for market trends.
- Liaised with the digital marketing advertising agency for technical Catalog/Brochure production and design.

EDUCATION

BA in Broadcast Journalism and Social Communication

BA in Public Relations (4 years degree program)

UNICAP - Universidade Católica de Pernambuco | Recife - Brazil

Fashion Art and Design • Costume Design

(1-year Continuing Education program)

FIT - Fashion Institute of Technology | New York - NY

Certified Brand Strategist • Certified for Measuring Brand Success

SECTION 4 - PROF G

ADDITIONAL

Fluent in English and Portuguese, Basic Spanish and French | Dual citizenship: U.S. and Brazilian.

SOFTWARE | SKILLS

Social Media / Publishing

(Sprout Social, Facebook, Pinterest, Instagram, YouTube)

Web Analytics Tools / E-commerce

(Adobe Analytics, Omniture, Coremetrics, GA, Google Analytics, HTML, CSS, Keyword Optimization, SEO)

E-commerce/Content Management

(Shopify, Demandware/Salesforce Commerce Cloud, Magento, Bazaarvoice, Power Reviews)

Web Communication / E-mail (ESP)

(Klaviyo, Bluecore, MailChimp, Bronto, Emarsys, WordPress, Experian)

Office Applications

(Google Suite, Google Docs/ Sheets/Slides, Microsoft Office Suite, Word, Microsoft Excel, PowerPoint, Outlook)

Creative Applications

(Canva, Figma, Adobe Creative Cloud, Adobe Photoshop, Creative Suite)

Project Management & Collaboration

(Slack, Wrike, Asana, Basecamp, JIRA, Trello, Asana, Notion, Microsoft Teams, Zoom)