Brand Marketing Manager and Retail Strategist

**Experience**

Google

Retail Marketing Global Program Manager June 2016-Present

* Lead strategic planning and implementation of Google’s retail strategy for “shop-in-shop” executions
* Developed global positioning, partner relationships, consumer purchase journeys, and channel marketing campaigns for store executions
* Developed global go-to-marketing strategy for retail product positioning, consumer purchase journey, conducted competitive analysis, managed budget and KPIs
* Developed financial model and coordinated budget management for program launch

Target Corporation

Executive Team Leader – Salesfloor Merchandising February 2016- June 2016

* Provides strategic vision for $75M P&L with 9 direct reports and a team of 200+
* Launched and led strategy and process for apparel category merchandising team, sales +20%
* Led seasonal growth strategy in SF urban market, $15M+ by managing cross-functional teams

Executive Team Leader – Logistics February 2014-February 2015

* Project Manager for 62+ store workflow tool: coordinated budget, rollout, timeline and follow-up
* Collaborated on marketing programs for promotional ad freight strategies, increased sales by 15%
* Led process and workflow optimization resulting in increased productivity by 25%

Executive Team Leader – Salesfloor; San Francisco, CA July 2013-Feburary 2014

* Launched SF CityTarget location and worked with store operation teams to introduce new store formats
* Increased in-store traffic by 10% by developing and executing retail marketing plans
* Identified buyer trends and seasonal sales leading to new omni-channel digital marketing test

Executive Team Leader – Hardlines; Fairfield, CA May 2011-July 2013

* Designed a brand management class for Group leadership, focusing on consumer buying behaviors and promoting consumer brand relationships
* Led consumer research grocery sales retrofit project which increased sales by $2M in 52 stores
* Instituted retention strategy that is now utilized to develop, retain, and promote Millennial leaders

Saint Mary’s College Office of College Communications, Moraga, CA July 2010-May 2011

Advertising & Communications Specialist

* Managed development, production and distribution of promotional and collateral materials to support planned marketing initiatives for clients
* Content strategist for “Campus Bulletin” an internal publication reaching 4,000+ readers
* Implemented integrated marketing plans and extended core communications strategies

Iron Speed, Inc., San Jose, CA

Assistant Marketing Manager June 2008-October 2010

* Created “link building campaign”; improved SEO and increased number or organic leads
* Identified top advertising performers resulting in an increase number of website and customer leads
* Grew social media outlets (Facebook, Twitter and LinkedIn) by 200%

**Education**

M.B.A Concentration in Marketing Saint Mary’s College of California