

# P a m e l a S m i t h

307 E. Park Street ♦ Westwood, WI 53569 ♦ 123.5755-0530 ♦ pam.smith@gmail.com

## Senior Level Marketing Executive

Apparel Industry Expertise/Global Brand Strategy/Media Planning/Market and Consumer Trends

Highly Experienced Marketing Leader with a track record of successfully executing national and international marketing strategies to support aggressive goals for growth and market share. Ability to create and execute marketing plans that clearly position, develop brand awareness, align perception and create distinction among competitors. Seeking a Senior Level Marketing Position with a progressive organization that values visionary leadership, creativity and the ability to drive superior business results.

## Professional Profile

- Expertise in evaluating and optimizing marketing, advertising and PR plans that demonstrate insight, innovation and creativity; select high performing communications tools for maximized impact and minimal cost.
- Superior business analysis and process improvement acumen, drive streamlined and standardized actions that allow for greater impact and ease of work flow.
- Thrive in a fast-paced, highly creative environment; produce results with significant and measurable impact.
- Accountable in a high-profile executive role, overcome complex business challenges, make high-stakes decisions in a high-pressure environment using experience-backed judgment and integrity.
- Exceptional communications competence with broad experience in creating communications messaging.
- Build and maintain mutually beneficial relationships and foster strategic alliances with key business partners.

## Key Skills Summary

Analysis and Process Improvement	Collateral Development	Forecasting and Market Analysis
Brand Development/Equity	Decision Making/Problem Solving	Focus Group Development
Budget and P&L Responsibility	Define PR/Advertising Strategies	Interpret Consumer Trends
Build High Performance Teams	Deliver Measurable Results	Persuasive & Effective Speaker

## Professional History

### PARTS NOW! , Middleton, WI (2005 to 2009)

#### Director of Marketing

- Led brand positioning and strategic marketing direction for a \$100MM distributor of laser printer parts.
- Successfully directed efforts to reposition the organization from a commodity distributor to a premier problem solver for business printing; provided oversight for Marketing, Creative Development and Training Divisions.
- Drove critical efforts to streamline product portfolio, identify new business opportunities and create a new consumer perception, resulting in an increase in overall company sales.
- Developed strategic and insightful marketing programs for National Accounts and Solutions Sales Divisions to drive incremental growth through alliances with Staples and CDW, while securing major account opportunities in previously untapped markets in Healthcare, Education, Government and Financial Industries.
- Reengineered marketing strategies to provide a broad based reach through newly energized perception, branding, public relations, advertising, direct mail, website development, collateral materials and trade show appearances.
- Executed a complete website redesign and aggressive e-commerce initiatives resulting in an increase in customer response rate from 9% to 50%.

### **Land's End, Inc., Dodgeville, WI (1990 to 2005)**

#### **Advertising Manager (1998 to 2005)**

- Provided leadership and oversight for an award winning, strategic advertising program for a \$2 billion apparel retailer with over 100 million catalogs mailed annually, and promoted throughout 870 Sears Department stores throughout the US.
- Managed the Global Advertising and Corporate Marketing Teams to drive brand perception, consumer awareness and sales results through the strategic positioning of print and broadcast media placement; directed efforts throughout the UK, Germany and Japan.
- Maintained complete accountability for all advertising plans, media buying, creative development, in-house production and return on investment ROI) results.
- Instrumental in developing and implementing a fully integrated marketing plan for the brand alignment with Sears department stores; interacted with Sears Senior Management team to strategize roll out plans and significantly exceeded first year sales target.
- Utilized focus groups to identify consumer trends and requirements for new product development focus and developed the first-ever online apparel campaign.
- Through cost containment efforts, saved over \$500K annually in the development of national advertising campaigns.
- Executed a successful transition from traditional television advertising to direct response television; increased frequency and reach by 30%.

#### **Advertising Media Planner/Buyer (1997 to 1998)**

- Held complete accountability for the negotiation and purchase of all national print, television, radio, newspaper, online and out-of-home advertising vehicles valued at over \$30MM annually.
- Spearheaded efforts to integrate media plans to support the launch of a new divisional catalogs for women's tailored apparel, men's tailored apparel and women's plus size clothing.
- Secured valuable strategic alliances with high profile advertising mediums including; O Magazine, Real Simple, The New Yorker, Vanity Fair, Wall Street Journal, Discovery Communications, PBS and CNN to maximize brand awareness strategies and gain market share of desirable demographics.
- Led efforts to develop highly collaborative partnership with outsourced marketing agencies that were driving the creative development processes; created cohesion among internal marketing, sales and advertising departments to regain control over imaging and brand initiatives resulting in a unified presentation in the marketplace.
- Established a partnership with the Chicago Yacht Club to coordinate and execute the "Race to Mackinaw"; a yachting event that attracted participants from the ideal Land's End demographic.

#### **Marketing Analyst (1995 to 1997)**

- Tracked and reported historical results of marketing strategies; analyzed data to determine campaign effectiveness and develop forecasts for future business performance.

#### **Corporate Research Assistant (1990 to 1995)**

- Performed comprehensive trend analysis and report development for executive leadership team; researched product feasibility and provided insight for new product development and strategic business planning.

---

---

## **E d u c a t i o n / P r o f e s s i o n a l A f f i l i a t i o n s**

---

---

University of Wisconsin Platteville, Psychology Studies

RAMA – Retail Advertising & Marketing Association, ANA- Association of National Advertisers, DMA – Direct Marketing Association and Business & Professional Women of Madison

