

SUSAN HERRICK

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SENIOR MARKETING EXECUTIVE - INTERNATIONAL BRANDING / PRODUCT DESIGN & DEVELOPMENT

Expert in Retail Private-Label Brand and Product Design

Dynamic, passionate, award winning Executive with outstanding success in creating and launching new marketing and branding initiatives in both national and international markets. Understands and taps into each market target niche resulting in effective marketing campaigns and increasing revenue.

- Product Portfolio Management
- Product International Licensing
- Multi-Channel Product Distribution
- Customer Research
- Six-Sigma-Green Belt Certified
- Brand Building / Architecture and Design
- Creative Marketing, Promotions and Packaging
- Copywriting and POS
- Management and Development
- Bilingual English and Spanish

*Master's Degree in International Marketing Management - Sterling College of International Studies
Extensive trend/design travel throughout North/South America, Asia, and Australia*

PROFESSIONAL CAREER

SENIOR BRAND MANAGER → STAR FROZEN FOODS, New York, NY 2008-Present

Led a 11-member cross-functional team managing product development, packing, advertising and brand management for sales of \$1.4 billion. Analyzed market, cultivated innovation, optimized product mix and pricing, and designed promotional programs and product launches. Created new corporate business groups to drive new products in targeted markets.

- ▶ Drove \$102 million increase in total revenues, fiscal year 2009.
- ▶ Pioneered the launch of new Latin Food Category adding \$116 Million incremental sales in second year.
- ▶ Coordinated with Web team to develop web site and e-commerce logistics.
- ▶ 2010 awarded company MVP Marketing award.
- ▶ Reduced annual advertising production cost by 13% by negotiating new long term deals.
- ▶ Revamped and re-launched two declining product categories increasing their sales by 37%.

DIRECTOR - INTERNATIONAL PRIVATE LABEL DEVELOPMENT → BEST FACE COSMETICS, New York, NY 2005-2008

Increased private label sales within the South America market from \$286 million to \$1.2 billion with an increase profit margin of 2.3%. Lead a marketing team of 6 that added 12 National store chains with a total of 4,200 locations. Spearheaded the creative team and created a marketing campaign to enter Asian market with a new product launch.

- ▶ Developed strategic business plan to revamp/grow the South America market.
- ▶ Created, tracked and evaluated international metrics and management reporting to identify marketing performance and effectiveness of programs, offers and product mix.
- ▶ Drove branding guidelines across the international market with external partners.
- ▶ Negotiated international manufacturing licensing agreements.
- ▶ Launched 3 new product lines adding \$107 Million in sales.
- ▶ Created online corporate design manual in conjunction with outside agency.

VP MARKETING → SUNSHINE BRANDS, Edison, NJ

1999-2005

Fast-track promotion to VP of Marketing through a series of increasingly responsible, high-profile, supplier/wholesale/retail marketing and leadership roles. Controlled a \$45 million national budget and managed a marketing support team of 16 for a national food corporation. Coordinated simultaneous advertising campaigns and multiple direct marketing campaigns including case studies, product and program brochures.

- ▶ Exceeded sales goals 4 consecutive years 2002-2006.
- ▶ Developed and implemented consumer research designed to improve results of sales promotions.
- ▶ Blueprinted Public Relations & publicity strategies resulting in 50+ million free, annual media impressions.
- ▶ Successfully launched over 92 new products adding over \$426 million in sales.
- ▶ Produced 22% cost savings by building and leading design/sourcing team overseas.
- ▶ Created trade show circuit to increase company branding within the industry.

EARLY PROFESSIONAL CAREER

BRAND MANAGER → GLOBAL BEVERAGE CONCEPTS - NORTH AMERICA, Englewood Cliffs, NJ

Created new product category from start-up to \$7.5 million in first-year direct/distributor sales.

ASSOCIATE BRAND MANAGER - FOODSERVICE DIVISION → DE-CARLO FOODS, Bohemia, NY

Captured \$19 million in first-year sales across all lines with 60% broker distribution.

MARKETING ASSOCIATE - VENDING FOODSERVICE → TNT VENDING, Bohemia, NY

Delivered 17% sales increase on \$600 million revenue and drove 42% improvement in product distribution.

EDUCATION

Master's Degree in International Marketing Management → Sterling College of International Studies

Bachelor of Science Degree in Business Administration → NYU, New York