

# Amanda Pond

**GLOBAL MARKETING  
CONSULTANT**

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## Education

**QUEEN'S UNIVERSITY**

Bachelor of Commerce  
Marketing | 2008-2012

**UNIVERSITY OF BATH**

Bath, England  
Study Abroad/Exchange Program | 2011

## Skills & Expertise

Marketing Strategy & Brand Management  
Marketing Communications  
Product Development, Launch, & Execution  
Competitive Analysis & Market Research

Leadership & Team Player  
Project & Time Management  
Creative & Critical Thinker  
Passion for the Beauty Industry

Proficient in:  
Microsoft Word, Excel,  
PowerPoint, & NPD Decision Key

# Employment

## SHISEIDO AMERICAS CORPORATION

Global Marketing Consultant | 2017 - 2018

- *Global Marketing Director, Laura Mercier Cosmetics | Jan 2018 - June 2018*
- Responsible for the brand's 2 year rolling NPD calendar for skincare, primer, holiday, retailer exclusives, and our LMOCF program
- Led the relaunch of two product lines in terms of branding & messaging, portfolio structure, product formulation, packaging, copy, etc that would total an estimated \$20M+ annually
- *Global Brand Manager, BUXOM Cosmetics | Aug 2017 - Jan 2018*
- Sole global brand manager leading cross functional teams to develop innovative and cohesive launch strategies for entire 2018 & 2019 product portfolio contributing to \$30M+ annually

## STRIVECTIN OPERATING COMPANY

International Marketing Manager | 2016 - 2017

- Assisted overseas team in managing 30+ countries across StriVectin Skincare, Hair, NIA24, & nia
- Adapted seasonal US 360 marketing launches in order to develop & execute country specific brand building plans including product launch & market week presentations, asset tool kits, global product assortment & SKU rationalization, local promotions, pricing strategy, and regulatory needs
- Launched StriVectin's latest millennial skincare line, nia, in Sephora Europe across all countries: in-store, online, including PR influencer strategy and a €180k Sephora print & digital media plan
- Global Marketing: Led the commercialization process for a new hair care line consisting of 4 SKUs to drive incremental sales of an estimated \$750k annually

## BLISS

International Marketing Manager | 2015 - 2016

- Provided strategic marketing direction & support to an overseas team managing 35+ countries
- Evaluated new business opportunities & channels by expanding presence in the LATAM by launching bliss in Uruguay and Colombia, which brought in \$200k+ in annual sales
- Led day to day international market planning & operations such as forecast planning, pitching new product launches, global competitive pricing & COG analysis, establishing merchandising guidelines, and reviewing & approving all marketing collateral & CRM materials
- Assisted regulatory consultant in facilitating and tracking product registration process

## DR. DENNIS GROSS SKINCARE

Associate Marketing Manager | 2014 - 2015

- Assisted in managing the global & regional 360 marketing strategy for existing and new product launches in both the retail & spa channels
- Collaborated with Sephora and Nordstrom (both in-store & online), across the US and Canada through the coordination of: introducing new product offerings, GWP & sample mailings, training & educational assets, managing the execution of in-store events, and merchandising planograms
- Developed creative briefs, managed the routing, tracking, and approval process of all marketing materials such as product fact sheets, training manuals, flyers, e-blasts, and protocols

## ELIZABETH ARDEN

Marketing Coordinator | 2012 - 2014

- 2013-2014: Assisted in managing the EA Prestige Skincare/Fragrance/Color franchise needs of the US, Canada, Puerto Rico, and Military regions
- Assisted in the planning and execution of \$12M+ national print & digital advertising campaigns
- Extracted data from NPD Decision Key to produce 30+ competitive analysis charts monthly
- 2012-2013: Assisted in new product development and promotional initiatives for repositioning current products as well as the Spring/Fall Color Story Collections