

# adrienne nanayakkara

## BRANDING | STORYTELLING | OMNI-CHANNEL

*Confident right and left brained brand marketing creative strategist who's perfecting the balance of where analytics, creative brand storytelling, and consumer data meet. I want to build innovative movements that drive successful, AUTHENTIC, branding and marketing movements in Director and above positions.*

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🌐 WWW.YOHADRIENNE.COM

🏠 OPEN TO RELOCATION

## EXPERTISE

- Omni-channel & Integrated Marketing
- eCommerce/Digital Marketing Channel
- Brand Management & Brand Strategy
- Consumer Marketing, Research & Insights
- Product Insight, Development & Strategy
- US & International Marketing Strategy
- Strategic Planning, Initiatives, & Direction
- Social Media &, SEO/SEM & CRM
- Segmentation & Personalization
- Conversion Optimization
- Analysis & Strategy Planning
- Channel Distribution & logistics
- Sales & Retail & Affiliate
- Financial Planning & Demand Forecasts

## EXPERIENCE

### **SR. STRATEGIST CONTRACTOR (TRAVEL)** MULTIPLICA US | FEB 2020 -PRESENT

- Provide strategic direction for US& Global clients via presentations and lead team to execute growth rate optimization strategies to over-deliver against revenue, conversion, AOV, lead generation goals.
- Leverage analytics, interpret data, usability-testing, A/B, multivariate, and personalization to consistently improve performance marketing and website initiatives.
- Coordinate with external and manage internal stakeholders to develop test roadmaps, propose UX/UI site enhancements, innovation strategy, and wireframe designs.
- Promote stakeholder's vision and exceeded goals by coaching my teams with data analysis based problem-solving, critical thinking, and detail oriented work focus.

### **SR. GLOBAL PRODUCT & BRAND MANAGER (BEAUTY, WELLNESS, PET)** MONAT GLOBAL | FEB 2018 -FEB 2020

- Researched, strategized, developed, named, and launched brand's global MONAT Skincare with 11 SKUs, selling \$2 million in 4 hours, +\$30 million in 4 months. (over-delivering on \$8 million goal)
- Developed, wrote copy, launched and managed MONAT Super Nourish, the brand's first collection for an ethnic, multi-cultural market becoming a top seller.
- Received Product Innovation Award for 2019 launches and successes throughout the year.
- Researched, strategized go-to market plan, managed the multi-channel launch of 1st pet line.
- Aligned with Executive team on global product roadmap, go-to-market plans, product & pricing, product development, demand planning, marketing plan, campaigns & programs, creative executions of print/video/photoshoots/model selection, strategic direction, and educational collateral for a product launch as well as delivering against forecast goals for brand categories.
- Conducted competitive analysis, analyze market trends, and researched market for sell story, innovation & product strategy and guide formulations, package design, and customer marketing strategies.
- Collaborated daily with Manufacturing, Vendor Sourcing, Regulatory, Legal, Operations, Creative Design, Finance, Customer Service, Scientist, Education, Digital, and Social teams to drive successful launches.
- Introduced consumer testing, questionnaires, and survey SOPs leveraging a consumer base of over 100K to drive key insights for communications, customer marketing, and product development, and education.

### **BRAND MANAGER (BEAUTY)** VOLTA GLOBAL, LLC. | MAR 2017 -JAN 2018

- Launched the new, authentic, bold No B.S. skincare brand from conceiving/ideation to completion.
- Created promotions, products, pricing strategy, product formulations, innovation strategy, site merchandising, Social media, digital marketing plan, ecommerce, and content, SEM/SEO strategies.
- Managed project plan, budget, P&L, and established post and pre-launch KPIs and revenue goals.
- Innovated go-to-market strategy leveraging strategic partnerships, Instagram, Pinterest, and Influencers as key marketing activations to drive discovery amongst target market.
- Megan Merkle loved the No B.S. Retinol and it became her fave!



## **EPRODUCT MANAGER (TRAVEL)**

CELEBRITY CRUISE, ROYAL CARIBBEAN | APR 2014 -MAR 2017

- Owned brand's voice, promotions, cruise product revenue, merchandising, SEM/SEO, conversion optimization and A/B testing, segmentation, personalization, web analytics and digital experience.
- Spearheaded \$15 million global website redesign-front end, CMS and back office business systems.
- Set 3 record online sales days, and grew site conversion 105% by implementing best practices.
- Received the Commodore Award and Star of the Quarter Award in 2015 for leadership and collaboration
- Developed consumer-first segmentation strategy and data collection method to increase sales.
- Drove cross-functional stakeholder management and global marketing team on promotions, product roadmaps, merchandising, marketing programs executions, and data teams.
- Disseminated KPI reports and consumer insights to Executives to improve marketing strategies.
- Led team of 5 direct report and led decision making and goal setting for major branding, digital media, creative, IT, mobile, site reliability engineering, and vendors as subject matter expert.

## **ECOMMERCE MARKETING MANAGER (MEN'S GROOMING)**

THE ART OF SHAVING, PROCTER & GAMBLE, | APR 2013 -APR 2014

- Owned the brand's US digital flagship store, marketing programs, budgeting, product portfolio, and consistent brand positioning.
- Oversaw a \$10 million eCommerce and Digital Marketing budget, vendor negotiations, and accountable for delivering against revenue, product sales, and conversion key metrics.
- Optimized media planning, promotions, product launches, merchandise and campaign strategies to establish brand as P&G's most profitable Direct to Consumer brand.
- Seamlessly orchestrated supply chain logistics, inventory management, and demand forecasting for eCommerce storefront.
- Led digital, Content, Social Media, Community Development, PR, local, CRM, analytics reporting and branded digital marketing strategies to meet brand, legal, and social responsibility regulations.
- Managed account teams for 7 top-tier creative, branding, digital, search, PR and media buying agencies.
- Led off-site Logistics, commercial operations, Customer Service, and Inventory Warehouse teams of 20+ in Texas ensuring satisfactory Customer Service, consumer trust, and product delivery.
- Headed a stellar eCommerce Customer Management Experience by remedying complaints to site fixes.

## **ECOMMERCE MARKETING SPECIALIST**

THE ART OF SHAVING, PROCTER & GAMBLE | APR 2010 -APR 2013

- Crafted user's experiences on North American and Russian site:planned homepage campaigns, website content, product merchandising, digital video, photography and technical improvements
- Established and implemented optimization, segmentation, and A/B testing program and data collection.
- Spearheaded over 50 products launches, 40 campaigns, and 50 promotions via successful cross-functional partnership of integrated marketing communications activations.
- Optimized media buys to drive brand awareness, demand generation, and consumers acquisition KPIs.
- Grew CRM email database by 50% and revenue to 25% of site sales improving customer affinity.
- Overhauled Direct Mail strategy drastically increasing redemption rate and drove latent engagement.
- Successfully relaunched multi-channel Brotherhood of Shaving loyalty marketing program and CRM systems and attribution modeling across 100+ retail stores, direct mail, website, email driving customer engagement, customer retention, and increase brand awareness.

## **SKILLS**

- **COMPUTER** | Adobe, Acrobat, Windows, Mac
- **TOOLS** | Google Analytics, Omniture, Monetate, CoreMetrics, Epicor CRM, Demandware Business Manager, Intel, WGSN, Exact Target, Rich Relevance, Adobe Test & Target, Shopify, Iconosquare, Mailchimp, Usertesting.com, Usabilityhub, Facebook, SurveyMonkey, Typeform, ERP, Jira
- **SOFT SKILLS** | Communicator, Creative, Organized, Leader, Driven, Self starter, Positive, Committed, Analytical, Coach, Innovative, Insightful, Problem Solver, Project Management, Intuitive

## **EDUCATION**

**MBA, INTERNATIONAL BUSINESS | GPA 3.9**

UNIVERSITY OF FLORIDA | DEC 2008

**MBA, INTERNATIONAL BUSINESS | GPA 3.9**

MANCHESTER BUSINESS SCHOOL | JUN 2008

**B.SC., MARKETING | GPA 3.4**

UNIVERSITY OF FLORIDA | MAY 2007

- **CERTIFICATIONS** | PMI Agile Certified
- **CONTINUED EDUCATION** | LinkedIn: Google Analytics Essential Training, Branding Foundations, Brand & Marketing Integration, Social Media Monitoring, Content Marketing: Staying Relevant