

KRISTI METRICK

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STRATEGIC MARKETING LEADER

Recognized for driving revenue by efficiently leading teams to convert vision into action.

Comprehensive B2B and B2C marketing experience in CPG and professional trade products specializing in health and beauty and medical. Demonstrated success penetrating global markets and generating revenue growth through dynamic brand vision and strategic marketing plans grounded in rich data and the bottom line. Strength in maximizing creative approaches with keen attention to word choice and aesthetic simplicity.

Marketing Plans | Brand Positioning | Product Development | Pricing | Promotions | Channel Marketing | Key Account Strategy | Shopper Insights | Packaging | PR & Advertising | Digital Marketing | Trade Shows | Volume Forecasting | Budgeting | Event Planning | Global Market Penetration | Copy Writing

Channel Scope: Amazon | Cosmoprof | Henry Schein | Patterson | Sally Beauty Supply | Salon Centric | Ulta

PROFESSIONAL EXPERIENCE

YOUNG INNOVATIONS, Algonquin, IL

Private equity held \$130 million company of leading US made oral health care products sold globally through distributors.

Head of Creative & Global Brands, Young Dental (2016 – 2018)

Manifested creative vision for new product launches, penetrated global markets and drove organic growth of leading brands. Led team of in-house and freelance designers, copy writers, digital media specialists, full service agencies, web and app developers, photographers and video contractors to grow brand equity with clear direction. Created brand standards for house of brands portfolio and strategically evolved brands to stay relevant.

- Directed creative vision for revolutionary product launch nominated for 2018 Edison Award. Collaborated with MN agency to create clear brand positioning supported by market research; developed go-to-market marketing plans with integrated digital strategy – product video, social media teaser campaigns, paid Facebook ads, web landing pages, Google ads, e-blasts and mobile app push notifications. Collected 20K sample requests in advance of product launch.
- Penetrated new markets in Europe, Australia and Middle East with targeted product mix strategies grounded in field research.
- Grew global social media followers from 2500 to over 30K in three years and increased average engagement per post to 24% compared to 7% industry average.
- Developed new mobile app – gaining 800 new users in 3 months and redesigned web-site to improve customer engagement.
- Presented formal lectures to 500+ medical professionals for CE course credit.
- Created merchandisers and trade show booth designs for 800+ square feet space.
- Managed national events with over 1000 attendees to include live music, catering, award ceremonies, raffles, video and experiential branding.
- Led national focus groups to gain end-user insight on new product ideas and marketing strategies.

Senior Brand Manager, Young Dental (2014 – 2016)

Reported to Director of Marketing to grow portfolio of premier medical brands through dynamic marketing plans. Created marketing budgets, directed expenditures, drove top line growth and bottom line improvements to maximize profits.

- Surpassed 2015 EBITA goals and grew brand portfolio by 12% with growth driven marketing plans.
- Launched four new product launches within 12 months for \$1M incremental sales growth with comprehensive marketing strategies built on market research data.

FROMM Mount Prospect, IL

Privately held company that owns branded house of over 2500 beauty products sold globally through major retailers to millions of consumers and professional hairstylists.

Senior Category Manager, Cutlery, Grooming & Textiles (2011 – 2014)

Reported to Vice President of Marketing and grew categories through strategic marketing plans that included brand positioning, product, pricing, promotions, channel strategies, forecasts and budgets. Implemented results by directing and collaborating with manufacturing, supply chain, marketing and sales teams.

- Surpassed 12.9% sales budget with 14% sales growth and improved profit margins with a good, better, best brand position strategy, new product portfolio, tiered pricing, dynamic packaging and channel growth plans.
- Achieved “Category Captain Status” for 2800 Sally Beauty Supply stores; grew sales 13% and profit margins 2%; created proprietary brand position strategy and growth-driven product mix strategies.
- Lead market research advisory board to leverage shopper insights in new branding and packaging initiatives for over 2500 products and 200+ new product launches within 12-month period.

Marketing Communications & Promotions Manager (2004 – 2011)

Reported to Director of Marketing and managed team of designers, photographers and freelance artists; lead all promotion strategies; directed marketing collateral material; managed PR and advertising campaigns and budgets; directed and collaborated with teams for speed to market results.

- Doubled national account sales by triggering impulse buys through on-trend, out of the box promotion strategies.
- Increased overall company revenue 20% by directing marketing proposal that earned incremental contract business with 2nd largest US beauty school.
- Generated 115 free publicity hits in national trade publications annually.

Marketing Manager (1998 – 2004)

Reported to Director of Marketing and managed styling appliances and case categories; managed design, print and inventory of collateral material; lead strategy and execution of direct mail campaigns.

- Generated sales growth for styling appliance category with new product launches, packaging and promotions.
- Grew eyeglass case category by creating new brand image, case collections and direct mail promotions.
- Achieved 100% on-time delivery of time sensitive collateral material by directing design teams, agencies, printers, fulfillment houses and shipping.

ADDITIONAL RELEVANT EXPERIENCE

Fromm

Marketing Coordinator & Graphic Designer

Reported to Director of Marketing and managed all marketing collateral material and direct mail campaigns. Designed direct mail pieces, catalogs, trade ads and packaging.

Schneider National

Corporate Meeting Planner, Key Note Speech Writer, Newsletter Editor

Reported to Vice President of Marketing and wrote key note speeches for national transportation forums; managed on-site customer visits with senior executives; managed quarterly news publications.

NBC News

News Editor

Reported to News Director and created video footage for global news stories.

EDUCATION

Bachelor of Science (BS), University of Wisconsin – Green Bay

- Major in Communication Processes – Public Relations
- Minor in Communication Arts – Graphic Design