

MITALI BANERJEE

DIGITAL & CONTENT LEADER

New York, NY • (912) 604-6773 • mitalibanerjee.leo@gmail.com

Experienced digital marketing expert in fashion, luxury, and beauty brands on client and agency side. Strategic thinker and a natural storyteller, with success in creating high impact strategies that differentiate and grow leading brands in global markets. Passionate about building a strong online- offline brand presence that inspires action. High achiever with unique qualifications that includes MFA degree in Luxury Marketing, Graduate Certificate in Media Management, and various awards and scholarships.

PROFESSIONAL EXPERIENCE

WUNDERMAN HEALTH, New York, NY **Associate Director, Digital Strategy**

2015 – Present

Brands: Sensodyne, True White, Pronamel, Flonase, and Nicorette & NicoDerm CQ.

Spearhead development of digital, e-retail and content strategy for North America, Europe, and Australia. Lead top-performing interagency teams, while overseeing vendors to help guide global strategy and execution. Partner with Google, YouTube, Facebook and influencers to co-lead digital innovation for clients.

- Led a cross functional team of analysts, UX, creatives and developers to recreate GlaxoSmithKline's (GSK) branded digital portfolio (branded, product, content and commerce sites)
 - Drove acquisition and retention strategies to increase product sales in a highly competitive environment.
 - Increased traffic to product sites by 100% in a month and return visits by 22% (up 14% from last quarter)
 - Partnered with Amazon and Walmart on content, product priorities to build a cohesive e-comm experience.
- In 2016, launched Sensodyne TrueWhite in a saturated category; strongest product launch in GSK history
 - Partnered with event, PR, social agencies and influencers to build excitement around the new product in a contextual and distinct way.
 - Drove 48% of Sensodyne brand growth in 2016, with very high repeat purchase rate.
 - YouTube Masthead generated some of the strongest engagement in the COG category, delivering 285M impressions and 2.8M views.
 - Achieved a high 12.5% interaction rate leading to a 28% increase in users searching TrueWhite brand on Google and added 12,000 YouTube subscribers to the community.
- Strategized, pitched and executed an eCRM program- MyQuit, (\$1.5M investment) in 2016
 - Resulted in 143% increase in buyer count by YoY with 43% lift in purchase frequency.
 - Created a complex and personalized segmentation strategy; created email, content calendar
- Through toolkits and in market collaboration sessions, guided local markets on global online sales strategy, local partnership with retailers and pop up stores strategy to drive engagement and conversion at a market level
- Led consumer research initiatives and client innovation summits on next-gen audiences (Gen Z) and digital platforms (AI, chatbots)

BLUE FOUNTAIN MEDIA, New York, NY **Senior Digital Strategist**

2013 – 2015

Brands: Paul Stuart, Davi Skincare, Portmantos, Deborah Lippman, Tweezerman, Linda Farrow, Nuna Babycare.

Led online marketing, oversaw channel execution to grow online business for beauty and fashion brands.

- Built Paul Stuart e-commerce strategy and store with a synergistic online-offline brand experience
 - Increased conversion rate to 0.80% vs. 0.20% YoY; increased in-store appointment online booking by 50%
 - Conceptualized Phineas Cole (sub-brand) presence on site by creating a site within site experience, for a younger and more digitally savvy audience segment.
- Managed team, conceptualized and oversaw execution of seasonal e-commerce and content strategy for Davi Skincare; i.e. elevated right products assortment and content, partnered with NYC stores on promotions
 - Created an onsite promotional program that reflected the in-store promotional calendar; partnered with client lead to increase average order size, measure against forecasts, merchandise pushes etc.

- Launched a content meets commerce platform for Portmantos.
 - Researched industry trends, market needs, consumer sentiments to identify and bridge gaps through content additions, product development and product discovery recommendations etc.
 - Partnered with search specialist to identify target keywords and implement them within content and paid advertising campaigns, while continually optimizing for better SERPs for branded website.
 - Oversaw creation and execution of an editorial calendar and created optimization plan, measurement matrix, recommended and monitored syndication and affiliate partnerships.
- Partnered with vendors (LiveChat, Magento etc.) to recommend and implement customer service enhancements

TOMMY HILFIGER, New York, NY **Integrated Marketing Coordinator**

2012 – 2013

Launched biggest store launch for Tommy Hilfiger; supported ad operations, financial reporting, ROI measurements, media analysis, and managed projects; helped bolster brand's relationship with Gen Y.

- Collaborated with internal and media partners to launch West Coast's largest store in LA; ensuring seamless execution of on-brand messaging, ads, product integration, retailer partnership etc.
 - Partnered with public relations, special events and product marketing to improve online and offline advertising and partner relationships in order to drive awareness and excitement of the store.
 - Participated in reporting performance, engagement, ROI on marketing investment, and impact on P&L
- Led business analysis and recommended innovative ways drive growth e.g. ways to target Millennial differently through paid, social and on-site experience, test & learn with AR vendor- Aurasma to launch the new store.

LOUIS VUITTON, New York, NY **Marketing Assistant**

2011 – 2012

Supported regional and N.A advertising and media planning, and analysis; engaged in promotion development, branding initiatives, market research, and media forecasting and execution. Launched new seasonal campaigns and guided agencies to build an authentic and brand centric marketing plan.

- Managed regional and national ad budgets, analyzed performance data and reported to key stakeholders e.g. YoY increase in reach, local tactics mapped to local sales, impact of promotions on foot traffic and online visits
- Oversaw and collaborated on key programs (retail holiday books) and vendor selection & execution
- Guided new store launch in Hawaii to align with brand's DNA and advertising guidelines.

MICHAEL KORS, New York, NY **Retail Marketing Assistant—Global Marketing (MFA program extension)**

2011

Collaborated with merchandising, PD, regional directors and local market leads (Korea, Japan, Philippines, China) to create global guidelines on product marketing, visual merchandising and inventory management.

- Collaborated with product and local teams on product launches, local introduction of new technologies
- Monitored product sales (weekly, monthly) against goals and recommended marketing pushes in local stores e.g. monitor top 5 and bottom 5 SKUs per region, advertising priorities for color and product categories
- Partnered with cross-functional teams to deliver on volume, revenue targets and measure ROI

EDUCATION & CREDENTIALS

Graduate Certificate, Media Management, The New School, New York City, NY (GPA: 3.9); 2013

Master of Fine Arts, Luxury & Fashion Marketing & Management, Savannah College of Art & Design, (GPA: 4.0); 2011
Thesis: Social Media's Impact on Revenue Growth for Luxury Fashion Brands

Bachelor of Fine Arts (BFA), Fashion Design, National Institute of Fashion Technology, Mumbai, India (GPA: 3.8); 2009

Awards & Scholarships: Effies – North America – Branded Utility – MyQuit (2018) | MM&M – North American – GOLD 2017 – Relationship Marketing | Smarties – Bronze 2017 – MyQuit Engagement | The New School Academic Scholarship (2012–2013) | Outstanding Achievement Award (SCAD 2011) | International Tutor Program Certification (SCAD 2011) | Scholarship – National Merit Student (India 2005)

Professional Affiliations: Member & Presenter, Asian Women in Business (AWIB) | Member, Luxury Marketing Council