**Eileen D. Kaufman, MBA**

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**BRAND MANAGEMENT & MARKETING PROFESSIONAL**

Strategic, creative and consumer-oriented leader experienced in B2C, B2B and B2B2C marketing with a focus on E-Commerce and Brick & Mortar retail. P&L focused. Expertise in launching new products & programs, developing strategic marketing plans and building partnerships. Digital and off-line marketing. Excellent analytical thinking, problem solving and leadership experience.

**CORE COMPETENCIES**

Brand Management | Marketing | P&L Management | Direct Response | Strategic Planning | Marketing Planning | Partnerships | New Product Launches | Loyalty Programs

**PROFESSIONAL EXPERIENCE**

**EDK Consulting, Remote March 2023 - Present**

**MARKETING CONSULTANT (Hippo Education, EL Marketing)**

Leading projects for businesses from education technology to children’s toys to health & wellness

* Elevating Hippo Education’s e-mail marketing via automated workflows, segmentation, implementation of ecommerce best practices resulting in YOY growth of 6%
* Conducted market and customer research. Developed recommendations for improving customer satisfaction and growing revenue for 3 businesses.

**Unigo.com** (division of EducationDynamics), Hoboken, NJ **June 2018 - December 2022**

**SENIOR DIRECTOR OF MARKETING & PARTNERSHIPS**

Lead for $1.2M Gen Z business. Responsible for retaining base & developing new business.

* Developed a new scholarship management revenue stream, $200K+ GP from major partners (UrbanOutfitters, CeraVe, Ulta) and small businesses.
* Increased revenue 25% with a single partner through co-selling and expanded product offerings.
* Analyzed and developed recommendations to maximize revenue contributions of website, email and paid search channels.
* Created value propositions, pricing models and sales pitches.

**EDK Consulting, New York, NY January 2018 – June 2018**

**MARKETING CONSULTANT - 1stdibs.com**

Developed and implemented Trade Marketing plans for $55M designer e-commerce business.

* Designed, built and implemented a new loyalty program in 6 months.
* Redefined the email journey for trade customers, providing a more personalized experience.

**MyPublisher.com** (division of Shutterfly, Inc.), New York, NY Jan **2015 – December 2017**

**HEAD OF MARKETING**

Drove marketing strategy and revenue management for $25M e-commerce business. Accountable for all aspects of engagement: brand guidelines, B2B and D2C marketing plans, digital & mobile acquisition, email marketing, promotion, and user experience.

* Grew target market 50% and revenue by 100% by identifying new target audience and brand strategy in an innovative, fast-paced environment.
* Evolved website to better merchandise products, leverage customer habits and evoke a stronger emotional connection in the absence of a brick-and-mortar presence.
* Led new products/programs: loyalty program, new category entry and line extension.

**Babies “R” US** (division of Toys “R” US), Wayne NJ **July 2012 – December 2014**

**DIRECTOR OF MARKETING & BRAND STRATEGY**

Strategized marketing and branding plans for $2.8B brick & mortar and e-commerce retail business.

* Spearheaded development of brand strategy & positioning, creative.
* Developed annual marketing plans: monthly themes, promotions & events to grow sales.
* Successfully negotiated sales resulting in 100% of the budget being vendor funded.
* Launched first national in store events, increasing sales 30% at participating retail locations.

**Blink Fitness** (Start-up within Equinox franchise), New York, NY August **2010 – June 2012**

**DIRECTOR, MARKETING**

Led marketing for Blink Fitness, Equinox’s mass-market gym entry.

* Provided same store growth of +6% with -68% reduction in marketing spend.
* Developed direct response marketing plans for franchise expansion.

**American Express**, New York, NY **January 2007 – June 2010**

**DIRECTOR, MARKETING**

Led marketing and new product development for $17B Travelers Cheques and $1.3B Gift Card Businesses.

* Travelers Cheques: Led regional teams to develop plans based on global research.
* Gift Cards: Grew Net Income $40MM in C’08 while reducing A&P spending by -30%.

**ADDITIONAL RELEVANT EXPERIENCE**

**Kraft Foods, Inc.,** Tarrytown, NY

**ASSISTANT BRAND MANAGER - BRAND DIRECTOR**

JELL-O, Post Heathy Classics, Pebbles, Waffle Crisp, New Product Development.

* Progressively promoted into positions of higher visibility and complexity. Utilized multi-brand and multi-category experience to provide thought leadership with a strategic general management perspective.
* JELL-O: managed $360MM GR and $22M A&C spending; influential decision maker; known for achieving business objectives. Launched Sugar Free Pudding with 2X Year 1 GR projections.
* Post Cereals: Bundled 14 brands around health benefit, reversing multi-year declines.

**EDUCATION**

Master of Business Administration (MBA)

NEW YORK UNIVERSITY, LEONARD N. STERN SCHOOL OF BUSINESS

Bachelor of Arts (BA)

DICKINSON COLLEGE