

Ethan Gordon

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MARKETING MANAGEMENT

Consumer Product Marketing & Integrated B2B/D2C Marketing

Senior marketing manager with extensive consumer product marketing, public relations, special events, trade shows, licensing, sourcing, branding, product launch, and strategic planning experience. Highly strategic, creative, and analytical marketing professional with proven strengths in driving revenue and growth. Valued ability to lead cross-functional teams in an approachable manner. Skilled in full-funnel and multi-channel marketing disciplines. Continually searching for ways to improve marketing ROI, increase efficiency, and expand audiences and identify and capitalize on new growth opportunities through market research, competitive analysis, product expertise and business acumen.

As a data-driven marketer, I possess a deep understanding of direct marketing, digital marketing, and account-based marketing and understand the importance of how to marry the art and science of marketing to identify and track quantifiable business contributions, supported by qualitative measures. I've utilized a diverse marketing mix to successfully drive growth in the companies that I have worked for. I value relationship-building and can speak the language of the business, translating marketing metrics into business drivers that sales organizations value.

Demonstrated success record in:

- **Omni-Channel Marketing** to coordinate messaging across all channels including email, SEO/SEM, social media, and Website.
- **Developed product development strategy** resulting in faster market introductions for worldwide sales and distribution.
- **Managed** licensing programs for Disney, Coca-Cola, World Cup Soccer, and Warner Brothers.
- **Provided market and competitive research and analysis**, including understanding industry dynamics, price barriers, retail structures, retail environment and merchandising techniques.
- **Experience in traditional product marketing**, including product and packaging, licensing, pricing strategy, promotion, and distribution.
- **Marketed mass merchandiser accounts**, including Wal-Mart, Target, and retail establishments.
- **In-depth Knowledge** of ERP software used to generate actionable sales and marketing insights.

Core Competencies:

- **Digital:** Suite Commerce, NetSuite
- **E-Commerce:** Suite Commerce, Shopify
- **SEO/SEM:** Google Ads, Google Analytics
- **CRM:** NetSuite, Salesforce, Mail Chimp, Constant Contact
- **Creative:** Adobe, Canva
- **Project Management:** Monday, MS Project, NetSuite
- **Enterprise Resource Planning:** Oracle NetSuite

PROFESSIONAL EXPERIENCE

K.G. International - www.kgint.com
Marketing Manager
Miami, FL / 2020 - 2024

Served as the driving force behind K.G. International's marketing and e-commerce initiatives, orchestrating comprehensive strategies for this industry-leading distributor of specialized products. The company's diverse portfolio encompassed chemicals, ingredients, and packaging solutions catering to a wide array of sectors, including Cosmetics & Personal Care, Food & Beverage, Cleaning, and Pharmaceuticals. In this pivotal role, spearheaded the planning, development, and execution of multi-faceted marketing campaigns designed to elevate brand awareness, drive customer acquisition, and boost revenue across all business segments. This role demanded a unique blend of strategic vision, analytical prowess, and hands-on leadership to navigate the complex landscape of B2B and B2C marketing within the specialized chemical and packaging sector. Successfully guided the organization through a significant business model transition, expanding from a predominantly B2B focus to a more diversified D2B/D2C approach, resulting in measurable increases in market penetration, lead quality, and overall sales performance.

- Managed the development of multiple sales channels to drive revenue growth with a focus on digital channels including web, SEO/SEM, social media, advertising, and email marketing.
- Managed an always-on, digitally integrated 360-degree marketing campaigns for B2B, B2C, and D2C channels including but not limited to: product launches, promotions, email marketing, online advertising, landing page optimization, content marketing, social media marketing, and print marketing.
- Managed performance of outside digital agency for our paid and organic search and optimization campaigns to meet goals and objectives, resulting in an increase of 360% in clicks and 345% in conversions, and an increase of 141% in website actions, and 184% in calls.
- Supervised a NetSuite e-commerce website redesign and oversaw the transformation from a B2B company to a D2B/D2C company resulting in a 200% increase in qualified leads.
- Managed the day-to-day execution of an offline marketing plan, including participation in industry events, conferences, and trade shows to reach a targeted audience and drive qualified leads and sales.
- Established and led 'KGI University,' a comprehensive training curriculum for sales team, distributors, and customers which was responsible for increasing sales by over 30% in just one year.
 - Developed and implemented sales process training, coaching, and mentoring programs.
 - Created and delivered content covering products, sales promotions, and product training.
 - Assisted in the integration of new salespeople in area sales offices and regions.
 - Forecasted area staffing and corporate level support requirements.
 - Leveraged broad market view to develop strategies for major accounts and opportunities.
 - Set strategic direction for assigned categories/vertical markets and established priorities.
 - Ensured sales strategy alignment with regional leaders and sales managers.
 - Implemented and executed approved sales programs.
 - Managed operating expenses, selling costs, and pricing discount strategies.
 - Developed strong relationships with dealers, accounts, and key influencers in the industry.
 - Drove sales strategies by leading account teams and empowering dealer partners.
 - Led strategic committees and events to stimulate sales activity and win business.

Delta Light – www.deltalight.com
Marketing Manager - Americas
Miami, FL / 2017 – 2020

Developed and executed integrated marketing plans for Delta Light, a European-based manufacturer and distributor of contemporary and architectural lighting to 600+ independent dealers and specialty retailers in the USA and South America. Delta Light, a design focused brand, is the market leader and trendsetter in architectural lighting and is recognized throughout the world for its subtle blend of ambiance, elegance, functionality, and design, both in interior and exterior lighting.

- Responsible for the development and execution of the brand marketing strategy, including digital, special events, CRM/database, international trade shows, social media, PR, brand identity, creative development, brand collateral, media buying, partnerships, and collaborations.
- Led the creative design & content development of sales workbooks, product catalogs, infographics, retail marketing programs, digital initiatives, and interactive web experiences.
- Responsible for the marketing and development of eight (8) showrooms.
- Managed education and training department as well as marketing for trade shows and consumer events (275+ per year worldwide).
- Increased trade show ROI from <100% to >1400% through rebranding with impactful displays, clear messaging, and training sales staff on goal setting and strategic selling.
- Led agency relationships and marketing team from briefing to execution. Identified and leveraged website marketing, social media channels and initiatives, video brand & product highlights, and future interactive web experiences. Developed media kits, wrote press releases, secured brand-enhancing coverage, and led product seeding.
- Managed creative team and oversaw collateral creation and production, department calendar, weekly status meetings, POS development and advertisement campaigns to ensure successful implementation and execution of workflow and deliverables from design team.
- Developed, wrote, and managed all content for Delta Light's social media platforms with a focus on creating consistent brand messaging via tracking interactions, engagement questions, and real time posts on Twitter and Instagram.

GIBSON USA - www.gibsonusa.com
Marketing and Licensing Manager
Los Angeles, CA / 2009 – 2016

Marketed home goods categories (cutlery, glassware, tabletop, etc.) for Housewares manufacturer. Involved market and trend research, conceptualization and communication of new items-categories, technical drawings, and maintaining assortment.

- Responsible for product design, pricing, packaging, and functional standards.
- Aggressively negotiated costs with multiple overseas factories, edited samples for final approval, and developed cost-profit spreadsheets for company use.
- Created sales and training support materials that led to the development and recommendation of integrated equity-driven trade marketing and promotion plans and aggressively championed these through sales.
- Coordinated product delivery and sales presentations for national trade shows.
- Instrumental in making the licensing market segment the fastest growing market segment in company history with a 40% increase in sales and retail placement. Licenses included: Disney, Coca-Cola, Warner Brothers, and World Cup Soccer.
- Marketed mass merchandiser accounts, including Wal-Mart, Target, and retail establishments.
- Drove revenue and profit with successful demand generation campaigns including Direct Mail, Retail and Trade Pub Advertising, Banner Ads, Cross Promotions, POS Merchandising, Retailer Micro-site flash media, field marketing, and targeted media event support.

AMERICAN INTERNATIONAL INDUSTRIES - www.aiibeauty.com

Marketing Manager

Los Angeles, CA 2004 – 2009

American International Industries is a manufacturer and distributor of innovative, quality beauty and skin care products for men and women. Brands include lines include Andrea, Ardell, Body Drench, Checi, China Glaze, Clean + Easy, Clubman, EzFlow, Fright Night, Gena, GiGi, ibd, 'N Rage, SuperNail, Surgi-Care, Tres Flores, and Youthair.

- Hired to restructure marketing operations and grow business in the domestic sector which consisted of analyzing the American International Industries products, making corrective actions that improved communications within all sales and marketing departments, and streamlining the work processes that improved operating efficiencies.
- Resulted in a record financial year during a time of high uncertainty, obtaining a sales growth of 20% in the first year of restructuring. Directed advertising, print production, sales support strategy, international & domestic marketing, and trade PR.
- Developed the launch of 8 new brands including new packaging designs and promotions.
- Events & Activations: collaborated with Events team on planning and management of brand events, activations, and sponsorships to increase brand awareness, connect with community and support business goals - including in-store and field teams.

BROAD GROUP INC. – www.broad.com

Marketing Communications Manager

New York, NY / Beijing, China 1997-2003

Directed all aspects of daily marketing operations involving extensive work throughout the U.S. and Asia to introduce Broad Group's air conditioning equipment to the U.S. Markets. Developed the first U.S. marketing and advertising initiatives for this China-based manufacturer. Broad Group is a private manufacturer of central air conditioning non-electric absorption chillers that are powered by gas and waste heat based in Changsha, China.

- Established the relationship between Broad Group and the U.S. Department of Energy, facilitating the use of the 'Broad Spectrum' chiller as a testing model for natural gas applications.
- Managed all trade shows that launched the company in the U.S. market, significantly increasing brand visibility and market penetration.
- Developed and implemented comprehensive marketing strategies to introduce Broad Group's innovative air conditioning technology to the U.S. market.
- Conducted market research to identify key opportunities and challenges in the U.S. HVAC market, informing product positioning and marketing strategies.
- Developed bilingual marketing materials and technical documentation to support sales efforts and ensure clear communication between the Chinese headquarters and U.S. operations.
- Trained and supported U.S. sales teams on product knowledge and marketing strategies, enabling them to effectively communicate Broad Group's value proposition.
- Facilitated cross-cultural communication between U.S. and Chinese teams, ensuring alignment on marketing objectives and brand messaging.

EDUCATION

Bachelor of Arts in Marketing, Buffalo State College

Internships: Mayor's Office, City of Buffalo

Saatchi & Saatchi Advertising, Inc.