

ALLAN BROWN, MBA

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VP MARKETING / CHIEF MARKETING OFFICER (CMO)

Data-Driven Marketing Leader | Driving Brand Growth and Innovation across E-commerce, Product Development, and Omnichannel Marketing in Lifestyle Health and Wellness, Consumer Goods, and Entertainment Industries

Marketing trailblazer known for impactful global marketing strategies, yielding business expansion and heightened brand recognition. Expertise in driving operational excellence, workflow refinement, team synergy, and creativity to fuel measurable results. Strategically leverage data-driven insights to inform decision-making and propel brands forward.

- **Spearheaded comprehensive e-commerce strategy**, resulting in 40% increase in qualified leads and 20% rise in online traffic by revamping omnichannel marketing strategy for Clean Program.
- **Pioneered launch of e-commerce platforms** for high-profile celebrity and consumer brands, generating \$150M+ in revenue for fragrance line and driving 10-15% year-over-year (YOY) revenue increase for skincare brand within first year at ACI Licensing.
- **Managed multidisciplinary team to drive strategic initiatives**, resulting in 20% revenue growth and market share expansion, while reducing marketing spend by 30% at Clean Program.
- **Demonstrated strong cross-functional leadership** across domains, including sales, customer relations, digital marketing, influencer marketing, supply chain logistics, product development, branding, UX/UI, analytics, and new technologies.
- **Founded tapfer, a pioneering startup at Emory University specializing in A.I. and HealthTech**, demonstrating entrepreneurial leadership and innovative prowess in navigating the complex landscape of healthcare technology and mental health.

CORE COMPETENCIES

Strategic Planning • E-commerce • Digital Marketing • Product Development • Multichannel Marketing • Brand Development • Cross-Functional Collaboration • Market Research & Analysis • Customer Relationship Management (CRM) • Marketing Technology Integration • Marketing Operations • Data Analysis & Insights • Budget Management • Go-To-Market (GTM) Strategy • Partnership Development • Innovation Management • Customer Experience • Team Leadership • Performance Metrics & KPIs • Influencer Marketing • Customer Retention • **Platforms:** Shopify, Meta, AdWords, YouTube, Google Analytics, Klaviyo, Adobe

PROFESSIONAL EXPERIENCE

YANKEE PROGRAM | New York, NY | *Lifestyle health and consumer products company.* yankeeprogram.com

SENIOR VICE PRESIDENT OF E-COMMERCE / MARKETING

2021 – 2023

Within 90 days, advanced from VP of E-commerce to VP of E-commerce/ Marketing, providing strategic leadership to drive online sales and digital presence, leading a multidisciplinary team across wellness coaching, product development, IT, customer service, sales & marketing, supply chain logistics, and operations. Monitored KPIs and managed budgets. Acted as advisor to CEO/Founder.

- **Spearheaded comprehensive e-commerce strategies**, including sales and marketing initiatives, to drive sales, amplify brand visibility, increase online traffic, and enhance customer engagement and loyalty.
- **Revamped marketing strategy** to generate 40% increase in qualified leads and 20% rise in online traffic.
- **Enhanced customer satisfaction**, increasing NPS by 15% in the first 120 days by introducing new wellness services.
- **Transformed product strategy**, streamlining SKU production and reducing operating costs by 15%.
- **Developed and launched new products**, leveraging market trends and customer insights. Expanded brand offering by launching new products and health initiatives targeting specific disease prevention research and programming.
- **Developed innovative Blockchain solution to enhance product safety and quality verification** while ensuring compliance with regulatory requirements, including FDA and USDA protocols, for 15 SKUs.
- **Optimized e-commerce platforms and digital marketing tools**, enhancing online shopping experience and customer interactions. Developed and refined e-commerce strategies, processes, and systems to adapt to changing market conditions, drive continuous improvement and innovation, and increase sales and brand visibility.
- **Drove revenue growth and market share expansion by 20%** through strategic initiatives, including new loyalty programs that fostered customer stickiness while reducing market spend by 30%.
- **Cultivated strategic partnerships and collaborations** with brands, influencers, and organizations to expand market reach.
- **Restructured carrier partnerships**, negotiated strategic agreements, reduced freight fees by 7%, and ensured timely delivery.
- **Instituted credential/skill development funding** and mental health counseling for staff, to ensure a supportive, vibrant culture.

ABJ LICENSING LLC | Los Angeles, CA | *Licensing agency and leader in monetizing brands, designers, celebrities, personalities, and TV properties. A division of Enbarocor, a Hollywood talent agency. abjlicensing.com/ and enbaroco.com/*

MANAGING DIRECTOR OF E-COMMERCE & DIGITAL MARKETING

2015 – 2021

As a driving force behind ACI Licensing's digital marketing and e-commerce division, spearheaded establishing and expanding the digital marketing and e-commerce division, driving substantial revenue growth and brand visibility across multiple e-commerce channels and partnerships. Guided team through digital transformation and groundbreaking initiatives, including platforms for renowned consumer brands, strategically optimizing each website to maximize visibility, engagement, and conversion.

- **Orchestrated the successful launch of high-profile e-commerce platforms, including a** Fragrance E-commerce site for Kim Kardashian, generating an impressive \$150M in revenue from 2017 to 2021.
- **Initiated the KAPLAN MD E-commerce site, achieving a remarkable \$500K in revenue within the first quarter of 2017, with a** consistent 10%-15% YOY increase thereafter.
- **Directed influencer strategy**, collaborating with three (3) PR firms, and leading a team of 15 engineers and digital marketing specialists to optimize brand partnerships and customer engagement.
- **Managed social media presence for renowned names/brands**, including Susan Rockefeller, Nancy Fuller, Food Network and Entertainment Tonight.
- **Implemented comprehensive consumer data insights dashboards**, providing actionable analytics for ACI and its retail partners, including Walmart, Target, Costco, Nordstrom, TJ Maxx and HSN.
- **Executed impactful paid advertising campaigns across various channels**, leveraging AdWords, Social Media Advertising, Display Networks, OTT Networks, and Traditional Media to maximize brand exposure and ROI.
- **Led the management of 16 licensing deals** for leading beauty, cosmetics, fashion, and apparel brands, ensuring digital readiness and product line extension development for prominent online retailers.
- **Established online marketplace sites for esteemed fashion designers and brands**, such as Christian Siriano Holdings LLC, C&C California, Splendid, and Rachel Roy, driving market reach and sales on HSN, Amazon, and Walmart.com partner platforms.

CENTURY THEATRES | San Rafael, CA | *Originally named Syufy Enterprises, a top motion picture theater chain. Includes a portfolio of health and fitness clubs, golf clubs, restaurants, movie theaters, commercial real estate, and private jet companies.*

DIRECTOR OF MARKETING

2012 – 2015

Solely established and spearheaded the Social Media department, orchestrating comprehensive digital marketing and social marketing strategies, encompassing AB testing and multi-variant testing methodologies. These efforts were meticulously crafted to elevate content efficacy, amplify brand presence, and foster heightened audience engagement.

- **Built and managed 75 social media profiles**, strategically targeting nine distinct market categories, spanning Real Estate, Sports, Fitness, Cinema and Entertainment, Restaurants, Hospitality, Golf, Public Markets, and more. Nurtured a combined following of 500K+ across Instagram, Facebook, and Twitter.
- **Achieved a remarkable 75% increase in followers across major social media platforms, including Facebook, Instagram, Twitter, and Pinterest, within the** first year, organically growing YOY engagement by 30%.
- **Drove a 20% increase in revenue across business units** through Google AdWords campaigns, Facebook advertising, and Yelp advertising campaigns across restaurant sales, movie sales, golf bookings, and fitness club membership.
- **Spearheaded the creation and production of three podcasts**, driving a significant 20% increase in organic traffic and brand adoption across all web activities.

EDUCATION

Master of Business Administration (MBA) | Golden Gate University, San Francisco, CA

Bachelor of Arts (BA) | Political Science, Sonoma State University, Rohnert Park, CA

- **Member** - Varsity Tennis Team

Certification, Plant-Based Nutrition | Cornell University

Ayurveda Health Practitioner | California College of Ayurvedic Medicine