

MELISSA WILLIAMS

📞 407.375.5581 | ✉️ melissa.williams0628@gmail.com | 🌐 [Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Dynamic and strategic Marketing Director with a proven track record of driving revenue growth and enhancing brand visibility across global markets. Specializes in developing impactful integrated marketing strategies, leading cross-functional teams, and forging launching successful GTM product initiatives. Demonstrates strong proficiency in digital marketing, influencer relations, and data-driven decision-making to maximize customer engagement and ROI.

PROFESSIONAL EXPERIENCE

COVET & MANE HAIR EXTENSIONS, New York, NY (Remote)

February 2021-December 2023

Director of Marketing

- **Engineered and executed comprehensive 360° marketing strategies that enhanced customer acquisition, retention, and loyalty, contributing to a 48% year-over-year sales increase.**
- **Spearheaded a record-breaking promotional campaign generating \$125K in sales within a single day.**
- Directed initiatives in paid media, influencer partnerships, and video content, enhancing ROAS, lead quality, and conversion rates significantly.
- **Developed and executed new product launch plans**, core product campaigns, and evergreen marketing strategies.
- Collaborated across functions to develop effective and creatively excellent integrated marketing campaigns, including advertising, social/influencer, digital, and partnerships.
- Managed targeted email marketing campaigns, increasing open rates by 18%, click-through rates by 32%, and ROI by 46%.

LUXURY BRAND PARTNERS/ IGK HAIR, Miami, FL

June 2017-February 2021

Marketing Manager

June 2018-February 2021

- Managed global marketing strategies, focusing on expanding international presence and enhancing retailer relationships with key partners like Sephora across 15+ countries including the EU, SEA, Mexico, Australia, and the UK.
- **Orchestrated the UK Influencer Summit, achieving a #4 ranking in haircare at SpaceNK and securing three brand features in Tribe Dynamics.**
- **Developed and executed retailer-specific strategies, improving product rankings to #2 and #6 at Sephora and Ulta, respectively.**
- Cultivated influential relationships with top salons and stylists to enhance brand visibility and adoption in the professional hair care space.
- Contributed to the creation of marketing thought leadership by utilizing consumer insights to drive strategic decisions.

Marketing Coordinator

June 2017-June 2018

- Conducted market research to identify trends, consumer needs, and competitor activities, and using insights to guide marketing initiatives.
- Managed the dissemination and maintenance of integrated marketing strategies that drive seasonal launches and category expansions and create briefs for cross functional partners, including creative, content, and merchandising teams.
- Established, developed and maintained effective administration systems for informational retrieval for budget management & invoices, launch cadences and marketing assets.

TWO TWELVE MANAGEMENT, New York, NY

April 2015-June 2017

Talent and Event Manager

- Managed celebrity chef talent agreements and vendor sponsorships, aligning with strategic brand initiatives.
- Facilitated seamless communication between talent and brands, enhancing campaign activations and coordination.
- Provided administrative support to three talent managers, including the CEO.

EDUCATION

BACHELOR OF SCIENCE, EVENT MANAGEMENT

University of Central Florida, 2009- 2013

SKILLS

Technical Skills: Wordpress, HubSpot, Metorik, Google Analytics, Microsoft Office Suite, Klaviyo, Dash Hudson

Soft Skills: Adaptability, Problem-solving, Leadership, Collaboration, Communication, Creativity, Storytelling