

# JANET SWEENY

## CHIEF MARKETING OFFICER

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## PROFILE

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Accomplished senior marketing executive with a history of boosting sales, brand image, and the customer experience for some of the world's leading retail companies. P&L leader who expertly manages multi-channel/multi-brand businesses, marketing strategy, branding campaigns, marketing communications and media relations. Relationship builder who serves as a trusted advisor to executive teams, works collaboratively with clients, and listens intently to the "voice of the customer". Participative leader who creates inclusive cultures, develops employee capabilities and inspires teams to push beyond their limits.

## STRENGTHS

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- Strategy/Execution
- Brand Strategy
- On-line/Direct Marketing
- Innovation/Vision
- Team Leadership
- Media Strategy/Relations
- Retail Marketing
- Customer Relations
- Social Media/Digital

## PROFESSIONAL EXPERIENCE

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### Chief Marketing Officer

Janey's Apparel / New York, NY / 2017 - Present

Integral part of developing and leading Janey's growth strategy, which included product innovation, building brand purpose/awareness, and fueling customer loyalty. Managed a team of 25 professionals who worked across product, brand marketing, creative/creative studio, international marketing, trade marketing, e-commerce/digital, PR and education teams. Led a cross-functional brand team, grew brand awareness via unique go-to-market product activations, built international marketing capabilities/teams and developed/analyzed individual P&Ls to drive ROI.

- Led the largest global denim launches in Janey's history resulting in +21% (Q2) and +34% (Q3) YoY growth at the company's largest retailer.
- Opened 10+ global retail locations, including the largest store in Hong Kong.
- Successfully launched Janey's second flagship store in New York City.
- Re-launched and re-platformed [janeyssapparel.com](http://janeyssapparel.com).

### Executive Vice President

Branded National / New York, NY / 2013 - 2015

Led brand, creative and media strategies for global beauty, fashion and lifestyle clients. Provided integrated support and vision across all brands, with an emphasis on innovation and digital, social, and multi-channel programming. Member of the Senior Leadership Team and leader of a team of marketing professionals

- Created the Branded National approach to influencer marketing, which reached target customers in new and creative ways.
- Launched a global "trendspotting" function, which was used as a tool for business development.

## **PROFESSIONAL EXPERIENCE *CONTINUED***

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### **Senior Vice President**

Branded National / New York, NY / 2008 - 2010

Led communication strategy, campaign launch, business development, PR, and media efforts for multiple global brands, including Amazon, Microsoft, Marriott, Sony, Unilever and Hilton Hotels. Developed and executed comprehensive branding campaigns which included communication and business development strategies. Sat on the Senior Leadership team and managed a team of marketing professionals.

- Successfully shifted media mindset away from Amazon solely being a book destination by launching new media strategies and programs.
- Developed consumer communications which supported the launch of Microsoft's Consumer and Online division in the Asia Pacific region.
- Created and executed consumer and trade media strategies for several Unilever brands, including Pond's, Caress, Sunsilk and Q-tips.
- Created and delivered business pitches which won several big accounts, such as Amazon.com, StumbleUpon, and Sunsilk.

### **Vice President, Marketing**

Market Associates / New York / 2006 - 2008

Managed strategic and creative direction for the agency's top accounts, including Sony, DSW, Filene's Basement and Best Buy. Led all activity for the 50-person agency, including strategic/creative program development, media relations, new business initiatives and account management. Reported directly to President and was a member of the senior leadership team.

- Won \$1M in new business by creating/presenting communication, branding and media plans to companies such as Walgreen's, CVS and Kroger.
- Developed a marketing communications plan that secured high-profile media coverage for Bath & Body Works "natural standard" campaign.

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

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### **Account Supervisor**

Market Associates / New York, NY / 2003 - 2006

### **Account Director**

Pulsar Media / New York / 2003

### **Communications Coordinator**

LBrands / New York / 2000 - 2003

### **Assistant Buyer, Planner**

Macy's / New York / 1999 - 2000

## **EDUCATION**

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### **B.S., Marketing**

Seton Hall University