

## CHANDRA COOKS

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## SKILLS

Strategy & Implementation | Digital Storytelling | Strategic Partnerships | Email + SMS Marketing | Analytics | Influencer Marketing | Integrated Cross Channel Marketing | Digital Advertising | Product Marketing | KPI Driven

## EXPERIENCE

### NEW YORK TIMES GAMES

New York, NY

*Managing Director of Marketing*

2022-Present

- Responsible for growing the subscription business (Games & All Access) inclusive of driving new subscriptions and retaining current subscribers.
- Led a team of marketers to integrate, scale awareness, drive customer acquisition, and retention of the newly acquired game (Wordle) into the Games ecosystem (NYT mobile/web, Games App, & NYT app).
- Sourced and secured first-ever marketing airlines partnership meant to increase awareness and engagement of Games on board 600+ aircrafts.

### MENTED COSMETICS

New York, NY

*Director of Marketing*

2019 - 2022

- Increased sales by 30% YoY by restructuring department, fine-tuning brand guidelines, developing quarterly channel roadmaps, and channel analysis documents. Report directly to the CEO.
- Manage three paid advertising agencies yielding an increase in channel revenue by 76%. Experience in paid social, search (google, bing, yahoo), Pinterest, and Amazon.
- Improved performance of email marketing to maximize ROI – increased MoM revenue contribution to 23%, more than doubled subscribers (Klaviyo experience).
- Implemented SMS (text) marketing strategies that would lead to monthly revenue contributions of up to 15% in less than 6 months.
- Optimize and evolve retention strategies to maintain and grow customers (Afterpay, Referral, Rewards, Partnerships, Affiliate, VIP Programming and Social Customer Service).
- Build innovative influencer marketing strategies that have resulted in a community of 70+ long-term paid partners yielding upwards of 700+ pieces of content such as tutorials, posts and stories, and 250+ micro-influencer advocates.
- Increased earned media coverage 40% YOY as well as 242%+ in Q1 2020 through management of PR agency.

### RITUALS COSMETICS

New York, NY

*Trade Marketing Manager, USA*

2018 - 2019

- Developed 1st US focused trade marketing strategy and retailer-specific marketing calendars. Key retail accounts: Macy's, Ulta, Lord & Taylor, Amazon and pure players (i.e. Jet.com, Dermstore)
- Led launch of 4 Macy's Shop in Shop openings and strategy to increase sell-out of 200 tower distribution for the 2018 holiday season.
- Increased total retail (online and in-store) sell-out by 30% through channel promotions, sampling programing, retail marketing opportunities and third-party relationships.

*Marketing Manager, USA 2017 - 2018*

- Created innovative and effective 360° campaigns across traditional and digital channels - seasonal, always-on and new product launches.
  - Conceptualized and executed 4 new store openings exceeding opening weekend traffic & sales goals.
  - Increased USA Instagram account by 7100% in less than 10 months, reached 600+ million media impressions in H1 2018 and expanded localized influencer program to 1+ million followers at 50% of the cost.
- FULL CIRCLE HOME, LLC (FULL CIRCLE + CREO) New York, NY *Marketing Director* 2016 - 2017
- Led all digital marketing initiatives promoting fullcirclehome.com business resulting in a 360% increase in email subscribers, 42% uptick in website traffic and 300% social media growth YoY.

- Built brand relevance with 15+ social/blogger influencer programs including long-term relationships, seasonal activations, and new product launches.
- Created marketing strategies successfully targeting key clients and custom programming for Target, Container Store, Jet/Walmart, and QVC.

## **FULL CIRCLE HOME, LLC (FULL CIRCLE + CREO)**

New York, NY

*Marketing Director*

2016 - 2017

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*Marketing Manager*

2015 - 2016

- Managed B2B and B2C national and international marketing for start-up such as planning and execution, budget development and management, branding, sales support, package design, trade shows, social media, public relations, strategic partnerships, and email marketing.
- Redesigned and launched three e-commerce sites on various web platforms using Magento, Squarespace and Shopify; collaborated closely with an external team of web developers.
- Introduced first-ever fully integrated digital holiday campaign for Full Circle brand exceeding goals across all marketing channels.
- Developed 6 branded videos resulting in content used on owned and retail partner channels.

## **ANN, INC (LOFT + LOU & GREY)**

New York, NY

*Brand Marketing Manager (freelance)*

2014

- Drove brand, product, and marketing strategy via in-store, direct mail, consumer events, branded promotions, e-mail, social and .com channels.
- Developed 6 branded promotional campaigns based on previous results, research, competitive and trend analysis increasing revenue by +19% to LY in-store and online.
- Managed new brand, Lou & Grey, marketing budget of approximately \$2.5M.
- Served as day-to-day liaison to all cross-functional partners including visual merchandising, public relations, credit marketing, e-commerce, merchants, store operations, and charitable initiatives.
- Managed marketing process for 4 Mexico store openings and partnership affiliations for Canada.
- Oversaw marketing production and delivery including direct mail, window signage, in-store campaigns, new store openings, seasonal collateral, store packaging and one-off executions.

## **WUNDERMAN (BLAST RADIUS DIGITAL AGENCY)**

New York, NY

*Account Manager/Client Development MBA Intern*

2013 - 2014

- Assisted with ongoing management of Bonfish Grill and Novartis (Excedrin Extra Strength and Migraine) accounts including inter-agency partners, strategy, social and online content/campaigns, radio, and in-store collateral.

## **RENTTHERUNWAY.COM**

New York, NY

*Marketing MBA Intern*

2013

- Led the development, negotiation, multi-agency management and execution (digital and multi-market event activation) of Venus Razor/Step Up Women's Network partnership, culminating in \$150,000 additional revenue.

## **MODERN LUXURY MEDIA**

New York, NY

*Marketing Director (MANHATTAN & FDNY MAGAZINES)*

2010 - 2012

*National Marketing Manager (30+ MAGAZINE TITLES)*

2008 - 2010

*National Marketing Coordinator (30+ MAGAZINE TITLES)*

2007 - 2008

## EDUCATION

FORDHAM UNIVERSITY, GRADUATE SCHOOL OF BUSINESS New York, NY

M.B.A.- Marketing

JAMES MADISON UNIVERSITY Harrisonburg, VA

B.A.- English