

# CHANDRA COOKS

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## SKILLS

Strategy Leadership & Growth | Subscription & Lifecycle Marketing | Mobile App Growth & ASO | Partnerships | Integrated Brand & Performance Marketing | Data Driven Decision Making | Influencer & Earned Media | Team Leadership & Development | Cross-Functional Collaboration

## EXPERIENCE

### NEW YORK TIMES GAMES

*Executive Director, Games Marketing*

New York, NY  
2026 – Present

- Set the long-term vision and success metrics for Games marketing as part of the Games Mission Leadership team, balancing Games priorities with broader company and portfolio goals.
- Manage and develop a 13-person team of marketers, designers, media strategists, and project managers clarifying roles, elevating ownership and building an inclusive, high-performance culture.
- Serve as executive sponsor for the Crossplay app launch, leading a complex full-funnel GTM across missions, securing incremental app-install investment and earning a collaboration badge for navigating a high-stakes launch.

*Managing Director of Marketing*

2022-2026

- Led the full-funnel Games marketing function responsible for subscription growth partnering with mission leadership on portfolio strategy, launch priorities and roadmaps.
- Designed and ran the first-ever Games sales program and subsequent sales that consistently delivered strong double-digit lifts in subscription starts and exceeded stretch targets, creating a playbook now used across the portfolio.
- Led the full marketing integration of Wordle into the NYT Games ecosystem across web and app experiences, driving adoption and retention within the broader Games audience.
- Drove 35M+ cumulative downloads of the Games app over four years and, at peak, reached #1 in the Word Games category and top-10 overall by evolving app positioning, creative, ASO and go-to-markets for titles including Connections and Strands.
- Sourced and secured the first-ever marketing airlines partnership to increase awareness and engagement of Games on board 600+ aircrafts, expanding reach and trial among new audiences.

### MENTED COSMETICS

*Director of Marketing*

New York, NY  
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 email and SMS performance, increasing MoM email revenue contribution to 23% and built SMS into a double-digit revenue channel.
- 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

*Trade Marketing Manager, USA*

New York, NY  
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.

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

- 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 Bonefish 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