



# GINA-LEE DIVENUTI

603-759-3338 // ginaleed@outlook.com // www.ginaleed.com

## Experience

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ECCO // Footwear Retailer // 2015 - Present

### **RETAIL MARKETING SPECIALIST**

Marketing lead for the development and implementation of initiatives to drive traffic, increase conversion, and build brand loyalty within rapidly expanding owned and operated retail stores.

- Develop strategy for seasonal campaigns and product launches to deliver a rich and relevant customer experience while maintaining a premium brand expression and consistency across all DTC channels.
- Project manage the creative development and placement of large scale advertising campaigns including seasonal OOH, direct mailers, geo-targeted digital ads, and in-store signage and events.
- Collaborate with visual merchandising, demand planning, ecommerce, and retail operations for monthly product promotions, employee training material, and store communications.
- Manage retail marketing budget, KPI targets, ROI evaluation, and monthly reporting.
- Coordinate new store campaigns and customer acquisition programs.
  - 2017 Grand Openings had combined 106% lift in traffic, 133% lift in transactions and 99% lift in revenue.
- Direct annual traveling road shows in key markets to build brand/product awareness and facilitate greater consumer engagement:
  - 2016 ShapeYourDay Events for the launch of a high heel collection that contributed to a 24% lift in ladies sell through during events.
  - 2017 Shoemaker Road Show focused on ECCO leather craftsmanship and comfort technology leading to 78% lift in store traffic and 63% lift in revenue.

AMPLIFI MARKETING // Marketing Agency // 2014 - Present

### **CO-FOUNDER**

Manage business operations and client relations of co-owned agency providing marketing services to small businesses and local startups.

MILLENNIUM AGENCY // Marketing Agency // 2014 - 2015

### **CONTENT MARKETING SPECIALIST**

Responsible for curating engaging, informative, and strategic content across a range of marketing channels and client industries.

BEYOND HEALTH // Online Vitamin Retailer // 2013 - 2014

### **MARKETING MANAGER**

Developed a series of marketing initiatives to strengthen brand image, improve customer retention, and stimulate sales. Defined customer segments, set up content deployment structure, reformed budget, and implemented tracking measures to better understand and support customer relationship.

- Managed all aspects of marketing, branding, and public relations.
- Implemented promotional methods leading to a minimum 30% increase in monthly sales
- Designed email automation campaigns converting 22% of audience into active buyers

ALPCO // Life Science Laboratory Products // 2010 - 2013

### **MARKETING COMMUNICATIONS SPECIALIST**

Collaborated with product managers to establish product positioning and lead nurturing strategies for optimal customer engagement. Managed marketing project funnel, timelines, vendors, and approvals.

- Involved with extensive company and new product line branding
- Experienced in technical, expository, and persuasive messaging and content design
- Created and/or refined sales collateral, promotional tactics, and website functionality

### **COMMERCIAL PRODUCT MANAGER & PRODUCT SUPPORT SPECIALIST**

Responsible for growth strategy and profitability of a mixed product portfolio with a focus on basophil activation allergy assays resulting in 4x growth over two years.



- Performed market research, competitive landscaping, and SWOT analysis
- Defined strategic plan, marketing initiatives, pricing, and program budgets
- Developed KOL relationships and supported customer research collaboration
- Managed key accounts, distributor relations, and tradeshow participation
- Resolved technical inquiries and managed all post sale product concerns

CHARM SCIENCES // Food Safety & Environmental Diagnostics // 2006 - 2010

#### **TECHNICAL SUPPORT REPRESENTATIVE & LABORATORY ANALYST**

Supported product troubleshooting/testing, equipment installation, and customer training. Produced and enhanced antibiotic, microbial and ATP detection assays. Experience with manufacturing radio-labeled tablet kits, inhibition tests, ELISA plates, microtiter bioluminescent products, and screening raw materials.

## *Education*

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UNIVERSITY OF NEW HAMPSHIRE

#### **MASTER OF BUSINESS ADMINISTRATION // 2010 - 2013**

Specialization in marketing with coursework including new product development, marketing research, marketing management, and entrepreneurship.

#### **BACHELOR OF SCIENCE: BIOLOGY // 2002 - 2006**

Coursework included biology, biochemistry, genetics, organic chemistry, pathogenic microbiology, virology, science & technology, law medicine & morals, statistics, nutrition, and education classes.

## *Proficiency*

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#### **DESIGN**

InDesign  
Illustrator  
Photoshop  
HTML/CSS  
SketchUp

#### **ECOMM & EMAIL**

Bronto  
Magento  
MyBuys  
MailChimp  
Constant Contact

#### **MARKETING & CRM**

Marketo  
SharpSpring  
Salesforce CRM  
Survey Monkey

#### **SEARCH & SOCIAL**

Google Analytics  
SEO  
Hootsuite  
Sprout Social

#### **OPERATIONS**

Syteline ERP  
SAP  
Microsoft Office  
Meistertask

## *Awards & Affiliations*

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#### **ECCO CULTURE COMMITTEE**

Member // 2016 - Present

#### **TRUE ELEGANCE DESIGN & DÉCOR**

Event Assistant // 2014 – Present

#### **MANCHESTER YOUNG PROFESSIONALS**

Member // 2010- 2015

#### **ASSOCIATES AWARD FOR SCHOLARSHIP, CHARACTER, & LEADERSHIP**

UNH Paul College // 2013

#### **UNH MBA PROGRAM**

Class Representative // 2010 - 2013

#### **CHI OMEGA**

Member // 2003 - 2006

## *Training & Certifications*

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#### **SALES & RETAIL MANAGEMENT**

Nottingham Trent University // 2017

#### **ADOBE PHOTOSHOP, INDESIGN, HTML, CSS**

UNH Professional Development // 2013 - 2017

#### **GOOGLE ADWORDS**

Certification // 2015

#### **PRAGMATIC MARKETING**

Certification // 2009

## *Portfolio*

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#### **WWW.GINALEED.COM**

Password: portfolio

**WWW.LINKEDIN.COM/IN/GINADIVENUTI**