



S. MARIA SMITH

COSMETIC SALES & BUSINESS DEVELOPMENT LEADER

Strategic Vision & Direction

Data Analytics

Financial Management

Business Development

Marketing Intelligence

Product Management

GTM Strategy

General Manager

Washington, D.C. • 240.472.3345 • datareignssupreme@gmail.com • [linkedin.com/in/s-maria-smith](https://www.linkedin.com/in/s-maria-smith)

Sales and Marketing leader with 15+ years of experience in leading large and small organizations in visualizing and actioning new business opportunities for revenue growth. Perform due diligence to define the problem statement, chart a solution, finalize execution. Mobilize teams toward consensus to drive measurable results. Master at comprehensive GTM strategies despite ambiguity, then seeing them through to fruition.

- ✓ **One of 10-15 Estee Lauder businesses worldwide to hit \$1M in revenue** by infusing marketing intelligence, creative sales, associate training, and knowledge of the industry.
- ✓ **Secured a CMO role at Immaculate Consulting**, charged with creating a marketing vision and strategy for communications, PR, branding, and marketing research studies.
- ✓ **Created a 14% increase in customer share of wallet** by identifying **400** untapped customers and creating incentives for current customers to boost revenue.

CORE COMPETENCIES

Sales Strategy & Implementation • Digital & Traditional Advertising • Product & Brand Management • Demand Creation
Channel Development & Management • Organizational Planning • Business & Revenue Growth • Public Relations
Blue Ocean Opportunity & Strategy • Financial Planning & Analysis • P&L Management

PROFESSIONAL HISTORY

MACY'S TYSON'S CORNER | McLean, VA

2016 to Present

COSMETIC SALES & PRESTIGE LEADER

Promoted to this role in 2021. Responsible for driving sales, service, and product education across the entire Beauty department. Expected to be the prestige cosmetics authority while role modeling best-in-class service. Required to maintain deeper brand knowledge & expertise across all brands and have a keen awareness of current industry trends. \$15M+ Door.

- ✓ **Achieved and exceeded gift with purchase pre-sale goals AND final sales results** via social media campaigns, rigorous business development, events, and constant deep dive cosmetics and skin care product knowledge. Demonstrates a consistent willingness to try new business tactics to achieve sales goals.
- ✓ **Solid and Reliable Brand & Leadership Support** during events, gift with purchase, ideation, staffing issues, as well as **being** a point person for department leadership as necessary. An expert at performance management.

ACCOUNT MANAGER, ESTEE LAUDER

Discover and execute new ways to generate growth through aggressive business development efforts carried out with a fresh new approach while incorporating innovative marketing solutions. Drive sales, public relations, marketing strategy, and inventory management while expertly communicating metrics to corporate and distribution partners.

- ✓ **Achieved \$1M revenue in 2019 and YOY growth** via social media campaigns, rigorous business development, large events, and intense team development, qualifying as one of **15** businesses worldwide in Estee Lauder's elite "million-dollar club".
- ✓ **Stabilized the business** by establishing an operations model, assessing talent, and articulating critical aspects such as performance expectations, sales goals, and talent development, becoming the point person for other retailers.

- ✓ **Increased business 27% in the midst of the COVID-19 crisis** by fostering a spirit of leveling up, defining best practices, social media, staff development, and HQ senior leadership communication as the go-to-person spanning **60+** Macy's stores.

THE BODY SHOP (OWNED BY L'OREAL) | Annapolis, MD - Arlington, VA - Washington, DC
2015 to 2016

Store Leadership responsible for all aspects of store KPI performance, team management, product knowledge and training, customer issues, merchandising, and hosting HQ visits. Consistently made Plan, LY, and stretch goals.

- ✓ **Institutionalized an aggressive selling and 'can do culture'** by role modeling, perpetual staff development, and recognition.

IMMACULATE CONSULTING | Takoma Park, MD
2008 to 2016
CHIEF MARKETING OFFICER & CONSULTANT

Steered projects governing marketing discipline, impacting new product launches, marketing research, strategy initiatives, tool creation for sales and business development, customer acquisition, and market share growth, among others. Drove presentations to C-suite executives, board of directors, and senior level client meetings. Direct report to the CEO.

- ✓ **Took initiative to diffuse privacy concerns of Congress, government agencies, and the public** regarding the company's technology to dispel apprehensions about invasiveness or offensiveness for screening at transportation and secure facilities.
- ✓ **Played an integral role in grooming the company for acquisition** by implementing a comprehensive public relations campaign and major industry marketing research study, leading to the company's successful acquisition within 12 months.

GENERAL ELECTRIC ENTERPRISE SOLUTIONS | Fairfield, CT
2006 to 2008
GLOBAL MARKETING INTELLIGENCE LEADER

Led a cross-functional, global team of marketing managers and analysts in the U.S., India, Belgium, and Shanghai. Generated growth organically and via acquisitions. Identified, gathered, and analyzed usable, actionable data on new customers, competitors, and regions via traditional analysis techniques such as SWOT, PEST, Big Data, predictive analysis, segmentation, descriptive analysis, value chain analysis, and Porters. Partnered with the Chief Security Officer to fuel informed decisions as well as support CSO intelligence. Direct report to the CMO.

- ✓ **Architected an online global intelligence destination used by 1000s of employees** as well as executive management to improve each area's approach to NPIs, executed strategic planning, competitive analysis, pricing, and acquisitions.
- ✓ **Boosted customer share of wallet (SOW) playbook plan from 14% to 28% in one year** by working with the company's Chief Segmentation Officer on a strategic customer segmentation plan via aggressive marketing research, focus groups, and big data, leading to a presentation to internal and external CXOs at the renowned Crotonville management training center.

THE BERRY COMPANY (OWNED BY BELL SOUTH CORPORATION) | Dayton, OH
2005 to 2005
MARKETING OPERATIONS MANAGER, MARKETING INTELLIGENCE

Directed a team of 15 marketing managers and analysts tasked with data analytics, pricing, scoping, and marketing research. In charge of all top to bottom analysis and insight to drive critical decision making. Influenced the company's migration from print to online advertising by leveraging traditional analysis methods such as SWOT, PEST, financial analysis, segmentation, etc.

- ✓ **Developed a regional product pricing structure** to stabilize pricing for sales, business development, and product teams, to enable selling tailored to each region with circumstances factored into pricing to protect margins and offer long-term deals.
- ✓ **Increased share 8% in two regions** by implementing a successful customer win-back program based on the regional pricing stabilization plan, development of an automated margin, a pricing analysis tool, and in-depth customer region assessments.

ADDITIONAL HISTORY

Consultant | Immaculate Consulting, Santa Clara, CA | 2002 to 2005

Marketing, Capital Finance & Corporate Finance Management Roles | Intel Corporation, Santa Clara, CA | 1996 to 2002

EDUCATION

Certificate in Beauty Industry Essentials, Fashion Institute of Technology, New York, NY | 2023

Master of Business Administration in Marketing, Case Western Reserve University, Cleveland, OH

Bachelor of Science in Applied Science & Engineering, Miami University, Oxford, OH

Completed Elite Two-Year Certificate Program in Information Management Leadership, General Electric, Cincinnati, OH

PROFESSIONAL MEMBERSHIP

Member, Chief Marketing Officer Council | 2007 to Present