

Stephanie Cleary

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- Experienced marketer with almost 10 years FMCG marketing experience
- Previous experience includes roles within the luxury beauty & cosmetics industry, world leading international drinks company, both in the Irish domestic and international markets
- Skill-set includes brands strategic planning, product/brand management, brand plan development, digital marketing, brand development & implementation, NPD/Innovation & launch, project management, agency management, budget control, reporting & relationship management
- A marketer with proven marketing ability and exceptional presentation & communication skills, who is keen to find a new exciting opportunity that compliments past experience
- Having relocated to Germany for personal reasons in August 2014 I have been studying German intensively for the past number of months and I am now at an intermediate B1 level while progressing with the B2 level.

Work Experience

Company: L'Oréal
Position: Senior Product Manager L'Oreal Paris Consumer Products Division
Dates: March 2014 – August 2014
Key Responsibilities:

- **Brand Strategy** - Development & execution of L'Oréal Paris ATL, BTL & trade marketing brand strategy for Island of Ireland (IOI)
- **Portfolio Management** – Fully responsible for L'Oréal Paris across several categories
- **New Product Development** – working with UK & Global Brand owners to deliver successful & sustainable product launches with first to market innovation within our categories
- **Commercial** – responsible for exceeding growth targets in both category & market share by working closely with sales teams & retailers, influencing commercial strategy
- **Media** – Management of IOI media strategy & media spend
- **POS** - Working closely with the visual merchandising team, creation of compelling /disruptive in store theatre that results in consumers switching to our brand portfolio or maintaining their loyalty
- **PR** – Working on daily basis with communications teams to make sure all PR opportunities are maximised and challenge the team to maximise brand exposure through pro-actively creating features e.g photoshoots, editorial content etc
- **Education** – work closely with education teams to ensure delivery great customer experience
- **Budget Management**
- **Team Management** – Direct Reports x 3

Company: Kerry Foods
Position: Brand Manager
Dates: May 2012 – March 2014
Key Responsibilities:

- **Brand Planning** – Brand management and execution in line with the business strategy spanning marketing, category, customer and operations. Responsible for

ensuring all enablers are in place to ensure excellent execution of brand plans. Analysing and interpreting brand and market data suggesting corrective action were necessary.

- **Strategic Direction** - Responsible for ensuring that shopper, channel, category and customer activities follow a defined consumer plan. Creating integrated 'go to market' plans that deliver an integrated strategy that reach all key consumer touch points.
- **Digital** - Responsible for 360° integrated marketing plans including the development of a Denny Social Media Strategy for implementation H2 2013
- **Product Innovation & Launches** - Development of new products within the Cooked Meats portfolio with R&D. Cross functional lead working across R&D, production, commercial along with external creative and BTL agencies. ROI – responsible for reporting back to wider business on ROI
- **Budget Management** - Supporting Marketing Controller in budget management with responsibility for ensuring no overspend on allocated A&P
- **Category Development** - Deliver key category project and collaborate with the Category Development Team to deliver on key responsibilities.
- **Cross Functional Teams** - Work alongside shopper marketing , trade marketing & sales teams to ensure brand has high profile within the trade
- **Team Management** - Direct Report x 1 – Assistant Brand Manager

Company: Irish Distillers Pernod Ricard

Dates: August 2006 – April 2012

Position: Brand Manager June 2010 – April 2012

Key Responsibilities:

- **ATL/BTL** - Responsible for BTL activities on West Coast Cooler, includes digital advertising, experiential on-trade activity, off-trade visibility & in-store theatre. ATL campaign for launch of new West Coast Cooler varietal
Responsible for ATL and BTL activation of Cork Dry Gin Brand having been made brand manager for Cork Dry Gin
- **New Product Development** - Extension of West Coast Cooler range
Lead in cross functional team to launch the new varietal West Coast Cooler Citra into the Irish domestic market; team included commercial, marketing, production & logistics.
NPD launch include the development of new ATL Creative from concept & design to implementation of which I was the brand representative at all briefings, shoot and post production stages
- **Experiential Marketing** - Creation of bespoke activity for key on-trade outlets via tailored campaigns which are still in-line with the overall brand plan for West Coast Cooler.
- **Brand Planning** - Preparing annual brand plan & 4 year plan for Cork Dry Gin and BTL brand plans for West Coast Cooler
- **Budget Management** - Responsible for the proper expenditure of marketing funds (€1m) and the allocation of same between advertising, research, promotion and POS.
- **Packaging Projects** - Re-design of Cork Dry Gin packaging – generating design brief and working closely with design agency & production on the evolution of Cork Dry Gin Packaging with budget constraints and historic image of the brand.
- **Digital** - Social Media Manager Lead & manager of www.westcoastcooler.com & www.facebook.com/westcoastcooler since launch in Sept '09.

Position: Assistant Brand Manager July 2008 – June 2010

Key Responsibilities:

- **ATL/BTL** - Responsible for BTL activities on Malibu which include a full 360 degree marketing campaign called Radio MaliBoomBoom.

Main contact between Malibu brand owner – localising global ATL & BTL tools for the Irish market

- **Experiential Marketing** - Bespoke activity for specific on-trade outlets via sponsorship platform. Visibility for Malibu was increased along with pricing activity. Result was 128% growth in Malibu volumes within the account in a calendar year.
- **Trade Marketing** - Creation, implementation as well as the monitoring of promotions working closely with Trade Marketing team.
Brand advocacy for on-trade clients with creation of Cork Dry Gin education kit. This kit educated the bar tenders about the uniqueness of Cork Dry Gin through a grass roots programme to ensure that Cork Dry Gin remains the number one gin in Ireland.
- **Brand Planning**
- **Budget Management**
- **Agency Management** - Management of agencies: promotional agencies, POS creation agencies, print agencies, media agencies
- **Digital** - Social media content manager – Malibu Ireland Facebook activity

Position: PR & Events Executive Sept '07 – July '08

- **Events** – development & execution of brand events across all brands within Irish Distillers portfolio
- **PR** – liaising with PR agencies, composing and releasing of press releases across all brands

**Position: Jameson Whiskey Ambassador (IBEC EOP Graduate Programme)
Pernod Ricard Finland & Travel Retail Finland Aug '06 – Sept '07**

- **Pernod Ricard graduate programme** – Based in Pernod Ricard Helsinki office for a period of 12 months. Main role being the link between Irish Distillers and Pernod Ricard ensuring Jameson is top of mind within the sister company maintaining No.1 Whiskey position in the market.
- **On-Trade** – Responsible for all Jameson activation in the on-trade
- **Education** – Brand education workshops with trade and consumers

Education and Qualifications

2004 - 2005 **Bachelor of Business Studies Honours,**
Galway Mayo Institute of Technology, Galway, Ireland

2001 - 2004 **National Diploma in Accounting,**
Galway Mayo Institute of Technology, Galway, Ireland

1998 – 2001 **Leaving Certificate**
Presentation College Headford, Galway, Ireland

Languages

English – Native speaker
German – Intermediate level B1

Computer Skills

IT Skills: Proficient computer skills (MS Word, PowerPoint, Excel, SAP, Lotus Notes, Wordpress)

Digital Courses

March 2013 Diploma in Digital Marketing - FETAC

Marketing Courses

October 2009 Pernod Ricard International Marketing Course
Chateau Ricard, Paris, France

Referees

Available on request