

MITALI BANERJEE

INTEGRATED MARKETING LEAD

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As an acquisition and retention marketing specialist, I have created multi-million-dollar growth for brands at a global scale. I have led the strategic vision to drive brand resonance, consideration and love in saturated markets with evolving audience segments. My experience on client and agency side gives me an unmatched perspective, to bring together communications strategy expertise and the commercial prowess to solve unique brand and business challenges.

I'd like to lead premium, retail brands through pivotal growth moments, in a way that is purposeful for consumers and transformative for the brand. I am also in constant pursuit of learning to be a better leader, advisor, mentor and manager for my team and the client.

EXPERIENCE

UM WORLDWIDE New York, NY | 2022 April - present

VP Group Partner, Strategy

Brand: **American Express - Consumer and Small Business**

Driving brand consideration and resonance through paid media, technology pilots and partnerships, for Gen Y and Z, across the entire Amex portfolio including SMB initiative.

- Envision end-to-end strategy for key campaigns and product launches through ongoing analysis of market, competitive and cultural nuances, audience sentiment and value analysis etc.
- Be the cross-functional lead on product launches and campaign roll outs; advising C-suite on timing of launch, communications strategy, comms tasks, role of channels as well the channel ecosystem across the consumer journey.
- Drive innovation through creative sparks, media partners (e.g. Meta, Google, LiveTV, Outfront media etc.) and oversee execution of first ever technologically advanced branded experiences.
- Be the go-to storyteller and partner with Amex clients, IAT partners and internal team to inspire and create cohesion.

RAUXA-PUBLICIS GROUPE, New York, NY | 2020 - 2022

Director, Strategy

Brands: **Carter's, Mac Cosmetics, Verizon, Sirius XM**

Led \$12mi.+ account revenue; launched new products, offers, growth initiatives for lifestyle brands; Partnered with C Suite to optimize their marketing budget to acquire new customers, create efficiencies and build loyalty.

- Liasoned with **Carter's** ELT to create a business case for personalization enhancements across their loyalty program - recommended go-forward strategies, promotional calendar, gamification additions, addition of bots and text channels.
- Led CRM program for Verizon, Sirius XM - created annual and ad hoc testing process with key focus on optimizing channels, driving efficiency across key investments, impacting metrics for acquisition, retention and repeat engagement.
- Launched products and seasonal activations for **Verizon** and **Mac Cosmetics**; supported client teams on briefing materials, budgeting, forecasting and reporting.
- Collaborated with **Sirius XM** to create a cohesive story for the brand and modernize communications (increasing traffic to sales channels, brand exposure, positive brand perception) through social initiatives, brand events and CRM efforts.

WUNDERMAN THOMPSON, New York, NY | 2019 -2020

Director, Global Integrated Strategy

Brands: **Rolex, Coleman, Unicharm (APAC), Carnival Cruise Lines**

Defended and grew \$10mi in yearly revenue – pivoted business to be more consumer centric and created efficiencies across paid, earned and owned channels.

- Led global creative strategy for **Rolex** to elevate brand value; oversaw and strategized communications (PR, Influencers, events, TV, social media, digital); partnered with media agency to experiment with new channels and platforms.
- Supported **Coleman** and **Carnival Cruise Lines'** C-suite with market intelligence, audience opportunities and brand planning (immediate, medium, long term) initiatives; partnered on launches – store, product and partnerships.

- Partnered with CX teams to analyze **Coleman, Unicharm and Petco's** acquisition and retention experience.
- Oversaw personalized communications strategy and execution for **Coleman and Carnival Cruise Lines**; analyzed performance data, identified growth opportunities and implemented through app, email and DM.

WUNDERMAN HEALTH, New York, NY | 2015 – 2018

Associate Director, Global Strategy

Brands: **Sensodyne, Pronamel, Nicorette and NicoDerm CQ (GlaxosmithKlein)**

Oversaw digital, creative and content strategy for Oral Care and Smokers Health portfolio for N.America , EMEA markets; Partnered with client on innovation and product launches - 3 products, 2 AI pilots and 1 wearable device for GSK.

Led \$6mi-\$10mi in account worth with key focus in playing a central role in new launches and consumer initiatives with GSK.

- Led agency and client teams to deliver yearly communications plan; delivered omni-channel campaigns and connections roadmaps to deliver on brand positioning and competitive differentiation.
- In 2016, launched **Sensodyne TrueWhite** in a saturated category; strongest product launch in GSK history.
 - Drove 48% of Sensodyne brand growth in 2016, with high repeat purchase rate with a new product campaign.
 - YouTube Masthead generated strongest engagement in COG category; 285M impressions and 2.8M views.
 - Led IAT team consisting of event, PR, social agencies and influencers, and partnered with vendors to help guide execution. Partnered with Google, YouTube, Facebook and influencers to co-lead digital innovation for clients.
- Spearheaded and oversaw execution for MyQuit (\$1.5M investment) - complex and 1:1 personalized communications.

BLUE FOUNTAIN MEDIA, New York, NY | 2013 – 2015

Senior Digital Strategist

Brands: **Paul Stuart, Davi Skincare, Portmantos, Linda Farrow, Nuna Babycare**

Led omni-channel marketing, oversaw channel execution to create synergies in messaging and creative.

- Designed **Paul Stuart** e-commerce experience - Increased conversion rate to 0.80% vs. 0.20% YoY; increased in-store appointment online booking by 50%.
- Conceptualized and oversaw execution of seasonal acquisition and content strategy for **Davi Skincare**; created promotional calendar, increased average order size, measured against forecasts, aligned merchandise pushes etc.
- Launched a content meets commerce platform for **Portmantos** - partnered with search specialists on paid advertising campaigns; monitored syndication and affiliate partnerships.

TOMMY HILFIGER, New York, NY | 2012 – 2013

Integrated Marketing Coordinator

LOUIS VUITTON, New York, NY | 2011 – 2012

Marketing Assistant

MICHAEL KORS, New York, NY | 2011

Global Product Marketing Assistant

EDUCATION & CREDENTIALS

Graduate Certificate, Media Management, The New School, New York City, NY (GPA: 3.9); 2013

Master of Fine Arts, Luxury & Fashion Marketing & Management, Savannah College of Art & Design, (GPA: 4.0); 2011

Thesis: Social media's impact on revenue for Luxury Fashion Brands.

Bachelor of Fine Arts (BFA), Fashion Design, National Institute of Fashion Technology, Mumbai, India (GPA: 3.8); 2009

Awards & Scholarships: Effies – North America – Branded Utility – MyQuit (2018) | MM&M – North American – GOLD 2017 – Relationship Marketing | Smarties – Bronze 2017 – MyQuit Engagement | The New School Academic Scholarship (2012–2013) | Outstanding Achievement Award (SCAD 2011) | International Tutor Program Certification (SCAD 2011) | Scholarship – National Merit Student (India 2005)

Professional Affiliations: Member & Presenter, Asian Women in Business (AWIB) | Member, Luxury Marketing Council