

# HALLIE K. PAULSON

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## *Senior-level Marketing Manager with Expertise in Strategy, Operations, and Leadership.*

Packaged Goods ▪ Pharmaceutical ▪ Retail ▪ Small Business ▪ Manufacturing

### KEY STRENGTHS

#### STRATEGIC MARKETING

Ability to respond both creatively and strategically to problems, challenges, and opportunities to achieve results. Plan initiatives to include roadmaps that take ideas from an immediate stopgap to the final solution.

#### SOCIAL NETWORKING

Skilled using social networking sites to build brand identity, promote individuals, and market events.

#### RELATIONSHIP MANAGEMENT

Talented creating alliances with contacts in influential positions: clients, internal management, and decision makers.

#### TEAM LEADERSHIP

Recognized as motivational team leader that encourages staffs' performance through professional challenges and high expectations.

#### OPERATIONS

Skilled doing 'more with less,' with history of positively effecting procedures, service, and sales while managing strict budgets and limited resources.

### PROFESSIONAL EXPERIENCE

#### CONSULTANT – MARKETING & SMALL BUSINESS, 2000 – Present

Provide small b2b, non-profit, and consumer-oriented companies with a bridge between innovative ideas and effective marketing / business operations. Assist clients in matching products and ideas with sales and placement programs. Work on branding, advertising, target market identification, competitive analysis and image development. Team with clients to write and execute marketing, business, and budget plans. Direct business simultaneous to managing fulltime course schedule at University of San Francisco. Representative projects include:

- Research clients' competition and create profile of target market; develop marketing collateral (including social media, web, and print materials) that match clients' brand identities.
- Worked with multiple mid-size businesses to devise long range and graceful exit strategies in alignment with owners' retirements.
- Stopped wasteful marketing budget spending of several clients, helping owners focus on targeted markets that yielded better results.
- Sourced overseas manufacturer for jewelry distributor leading to gains in both profit margins and variety of product.

#### MARKETING STRATEGIST / OPERATIONS MANAGER

##### TUCKAHOE WIDGETS 1998 – 2000

Hired to manage corporate relationships for this international skincare (consumer and pharmaceutical-grade) manufacturer with more than 25 products on retail, spa, clinic, and pharmacy shelves. Retail client list includes: Typhoon, The Beauty Shop, Capsule Salons, and numerous high-end spas and clinics. Took company from annual sales of \$15M to more than \$32M in just two years. Served as corporate face of company for clients, distributors, and manufacturers. Key areas of influence include:

**Marketing and Advertising:** Created company's initial marketing plan and developed first-ever marketing collateral, product manuals, and support materials for end-retailers and distributors. Transformed disjointed packaging and collateral into recognizable and modern branded materials.

- Captured 25% increase in sales by working with designers to repackage products with fresh, attention-getting looks.
- Teamed with developers to create interactive website – a unique idea for the time – that helped consumer with product selection and facilitated customer feedback.
- Pulled distribution rights from distributors and retailers whose image didn't align with company goals, eliminating pricing discrepancies.

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## CORE COMPETENCIES

- Agency & Client Relationship Management
- Competitive Analysis
- Change Management
- International Business
- Budget Management
- Gap Analysis, Focus Groups, & Round Table Research
- Trends & Forecasting
- Available for Extensive Travel

**Relationship Management:** Formed collaborative relationships with top-tier revenue-producing distributors and worked one-on-one with each in the field to maximize sales.

- Recruited dermatologists / skincare professionals to serve as product educators for retailers and distributors.
- Established sales contracts with distributors, outlining placement guidelines and pricing requirements.

**Operations, Strategy, & Sales:** Expanded distributor representation from 125 to more than 340 groups domestically while simultaneously cycling out non-performers. Conducted field visits to ensure proper product placement and promotion.

- Simplified sales process and eliminated steps that diluted revenues and profits, allowing retailers to capture 30% higher profits without raising prices.
- Instituted consumer feedback program at retail level complete with product and advertising incentives; program led to focus groups and a refined direction for product and sales strategies.
- Reduced manufacturing costs 17% in first year and 6% in second year by bringing all development to U.S., ending expensive product-expiration expenditures.
- Worked with product developers to refine product formulations while adhering to budget and ingredient requirements.

**International Business:** Worked with five major international distributors to create presence in Brazil, Canada, Dubai, Hong Kong, Italy, Shanghai, Singapore, and Taiwan. Handled issues related to each country's sales and product regulations. Represented company at industry trade shows and led PR / educational initiatives.

- Captured \$3.2M annual sales penetration in eight countries – more than quadruple the investment cost.

**Competitive Analysis:** Analyzed competitors online / store-level retail pricing, placement, and product formulations. Researched trendy and emerging new ingredients.

## Education & Community Involvement

BACHELOR OF SCIENCE, MARKETING, UNIVERSITY OF WISCONSIN, 2006

VOLUNTEER, MARKETING MANAGEMENT AND STRATEGIC PLANNING PROJECTS, TAPROOT FOUNDATION, Present