
SIMONE BILES

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CHIEF MARKETING OFFICER

An intrepid marketing maverick employs diligent research, investigation, and years of cultural awareness to pull unseen threads and weave them into clearly articulated strategies that bring marketing programs to fruition and yield significant ROI. With stellar interpersonal communication, recruits, hires, trains and coaches high-producing all-star diverse teams; increased client satisfaction 90% and helped grow Samsung from a \$35M regional account to a \$60M global account for Sapientrazorfish Publicis.Sapient. Entrepreneurial and resourceful, identifies market and consumer trends, target-audience data, and competitive insights to inform service and product development decisions. A trusted advisor and ingenious thought leader, originates digital and growth strategy for multimillion-dollar iconic Fortune 500 brands with aplomb. An empathetic mentor and motivational manager, fosters relationships at all levels based on respect and mutual admiration.

SKILLS

Audience Strategy | Branding | Budget | Business Development | Creative Development | Digital Transformation | Global Strategy | Hiring | Interpersonal Communication | Leadership | Logistics | M&A Management | Marketing | Mentor/Coach | Messaging | Microsoft Office | Monetization | New Business Strategy | Pitch/Presentation | Positioning | Product Development | Professional Development | Recruiting | Research | Social Media | Talent Development | Technology | Training | Trends

PROFESSIONAL EXPERIENCE

COMPANY | NEW YORK, NY

10/2018 – PRESENT

GLOBAL CHIEF STRATEGY OFFICER | 01/2022 – PRESENT

MANAGING DIRECTOR | 10/2018 – 01/2022

Directs strategic teams, growth plans, and acquisition solutions. Positions agency, determines business category, and digital footprint. Built out NYC office and handled logistics while managing 20. Involved in global P/L margin, and M/A.

Bridge a huge cultural divide to create a singular, unified company offering of relevant, competitive services.

- ▶ Works with C-suite to articulate new products and services, new revenue lines, and long-term growth potential.
- ▶ Talent development, recruiting, hiring, firing, global strategy, new brand and client development.
- ✓ **Grew revenue from \$25M to \$200M.**
- ✓ **Increased offices from 2 to 20 and expanded from 125 to 2K employees.**

COMPANY | NEW YORK, NY

11/2016 – 10/2018

SVP, NA, MARKETING STRATEGY HEAD | Client: Samsung, Dove

Led, mentored, and coached 20 digital strategists for \$400M global portfolio. Drove organic growth across multiple industry verticals and delivered new business pitches. Worked with CEO on long-range business objectives and thought leadership.

Introduce empathy and humanity to deliver compelling, focused marketing solutions and significant ROI.

- ▶ Hired, trained, and nurtured a diverse, eclectic talent pool focused on future of technology and cultural industry trends.
- ▶ Created an insight-driven blue-sky approach to appeal to the client target audience with products and services.
- ✓ **Expanded the client roster by 30 new accounts.**
- ✓ **Increased client satisfaction 90% based on surveys.**
- ✓ **Led strategy to grow Samsung from a \$35M regional account to a \$60M global account.**

COMPANY | LOS ANGELES, CA

4/2013 – 11/2016

PARTNER/SVP NATIONAL STRATEGIC PLANNING LEAD | Clients: International Samsung

Generated business insights, technology, creative content and oversaw 10. Created loyalty programs, CRM, retail, B2B, experiential offerings. Led strategy for customer engagement and creative ideation; conducted client research.

Enable Samsung to compete with Apple on mobile phones by cultivating a loyal and engaged audience.

- ▶ Generated quantitative and qualitative research to understand which features resulted in return customers.
- ▶ Built Samsung's loyalty program from zero with the requisite elements to produce a loyal audience of early adopters.
 - ✓ **Helped elevate Samsung as Apple's sole competitor in the marketplace.**
 - ✓ **Steered major strategic initiatives that grew Samsung from a \$14M to a \$35M account.**

COMPANY | LOS ANGELES, CA

11/2009 – 04/2013

NATIONAL DIRECTOR OF STRATEGY AND INNOVATION

Thought leader, brand and business strategist, creative instigator, client partner, and business developer. Advised clients on turnaround, investments, social media engagement, monetization, market trends, and customer research.

Transform clients from an analog to a digital platform to become relevant and accessible.

- ▶ Leveraged social media to educate brands on how to engage and build rapport with their audiences.
- ▶ Led strategic initiatives across broad range of client objectives, resulting in business revenue gains.
 - ✓ **Won 6 new client accounts.**
 - ✓ **Grew Frederick's of Hollywood's online ecommerce business 20%.**

SIMONE CONSULTING, LOS ANGELES, CA

03/2007 – 11/2009

INDEPENDENT DIGITAL MARKETING CONSULTANT, STRATEGIC PLANNING | Clients: Mattel, WorldVision

Helped Mattel build Barbie into a newly branded retail concept. Guided an immersive experience and CRM loyalty platform to a holistic ecosystem for Mattel customers. Performed field research and syndicated research on trends.

Originate a deep, engaging customer experience to encourage ongoing interactivity for the Barbie brand.

- ▶ Developed a new synergistic client/child interaction portal for WorldVision charities.
- ▶ Designed worldwide strategic architecture for new House of Barbie retail.
 - ✓ **Presented evidence-based data-driven recommendations to clients.**
 - ✓ **Recorded high levels of customer satisfaction and generated client referrals.**

COMPANY | LOS ANGELES, CA

06/2002 – 02/2007

SENIOR VICE PRESIDENT, DIRECTOR OF STRATEGY AND CREATIVE

Built a 25-person creative strategy team from scratch to work on interactive projects, websites, and social media platforms.

Educate clients to expand their marketing strategies including interactive web and social media platforms.

- ▶ Invented actionable analytics to position and sell the agency's data capabilities.
- ▶ Created HUB™ marketing concept to position/sell agency; presented 20 strategic and promotional plans.
 - ✓ **Interactive activities increased Nestlé sales 10%.**
 - ✓ **Boosted revenue from \$1M to \$25M in annual gross revenue in under 5 years.**

EDUCATION

Norwich University, Northfield, VT | **MA Military History** | UCLA, Los Angeles | **BA English Literature**