

CHRIS PERRY

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SUMMARY

Talented, naturally-caffeinated, creative Gen Y brand and marketing **generator** with proven ability to bring endless energy and contagious passion to his work, instill motivation in his teams as both leader and contributor, catalyze creative ideas and solutions, and deliver immediate, lasting results in diverse environments and industries.

EXPERIENCE

Reckitt Benckiser, Parsippany, NJ 2011 - Present
Brand Manager - E-tailing

- Responsible for full-year e-tailing marketing strategy development and execution, analysis and optimization, as well as P&L and budget, across all RB brands and all major e-tailers.
- Identified incremental revenue stream opportunity of \$500M+ via e-tailer affiliate programs and now manage affiliate integration, tracking and optimization across all media and marketing activities.

Chris Perry - Brand & Marketing Generator, Parsippany, NJ 2008 - Present
Personal Branding Expert

- Founded and manage Career Rocketeer, the Career Search and Personal Branding Network, and MBA Highway, the MBA Job Search and Career Network
- Consult, coach and support organizations, professionals and entrepreneurs on branding, marketing and social media.
- Speak professionally and teach career search, personal branding and marketing seminars to MBA program, university and corporate audiences up to 100+ members.
- Featured in several publications, including Guerrilla Marketing for Job Hunters 3.0 (Wiley, 2011), and in media outlets, including The Wall Street Journal, SmartMoney, ABCNews, CNNMoney, Monster.com and TheLadders.com.

Reckitt Benckiser, Parsippany, NJ 2010 - 2011
Associate Brand Manager - RID-X®

- Responsible for both base business and NPD / EPD activity on market-leading brand; budgeting; P&L responsibility; consumption tracking and analysis (Nielsen); forecasting; SKU rationalization; supply, trade marketing and sales interface; packaging development; media planning; market research coordination; cross-functional team leadership and agency and project management.
- Led the development of short and long-term strategic planning, including annual business plans, media, promotion and innovation pipeline strategy.
- Led launch of major NPD project, including positioning, product development, pricing, packaging design, media, consumer promotions and account sell-in.
- Proposed and activated professional marketing and partnership program (25% revenue growth opportunity), involving commercial EPD development, sales and marketing strategy, event advertising, supply logistics, pricing and CRM development.
- Championed annual cross-category GM improvement initiative, driving projects netting \$1MM+ COGS savings per year.
- Served as cross-category e-tailing champion and led initiatives to improve brand presence across major e-tailers and drive online sales.
- Developed new subscription-based business model leveraging e-tailer logistics and full-year media, digital and CP activity support to overcome consumer usage barriers and increase purchase frequency and brand sales.
- Recommended and gained management approval to execute new, previously untested marketing activities, including full-year print and regional TV media, SEO website development work and social media monitoring.

Reckitt Benckiser, Parsippany, NJ
Assistant Brand Manager - Lysol®

2009 - 2010

- Responsible for all base business activity on two brand segments (one market leader and one challenger); budgeting; P&L responsibility; consumption tracking and analysis (Nielsen); forecasting; SKU rationalization; supply, trade marketing and sales interface; packaging development; cross-functional team leadership and agency and project management.
- Led relaunch project for \$25MM segment, including transition to new packaging, count size and manufacturing location, media copy redevelopment, and creation of new multipack offerings for upcoming trade promotions.
- Identified and led packaging GM improvement projects netting \$2MM+ COGS savings per year.
- Gained management approval for self-proposed incremental media opportunity that increased gross sales by \$2.5MM.
- Led SKU rationalization project, removing 20 SKUs to achieve brand stretch targets while still meeting consumer needs.
- Managed two seasonal digital marketing brand campaigns, including creative development, website refreshes and microsite development, newsletter marketing and all agency deliverables.
- Served as team champion in initial digital strategy development for the Lysol® Mission for Health campaign, including rollout of redesigned brand website (creative, layout and content organization), community development and management and social media and email marketing campaigns.

Eastman Kodak Company, Rochester, NY
MBA Product Marketing Intern

2008 - 2008

- Served in Assistant Product Marketing Manager capacity on future product marketing team for digital picture frames.
- Analyzed syndicated industry data sources including NPD, GAP and GFK and developed pricing and product strategy tools for upcoming product portfolios and marketing strategy planning.
- Developed the Go-To-Market product innovation plan and launch strategy for new wireless digital picture frame with social media integration.
- Completed full in-store competitive analysis for digital picture frames at 10 different retailers, which entailed salesperson and customer interviews, price comparisons and product, stock-out and share-of-shelf audits.

VAMAC Inc., Richmond, VA
Marketing Project Coordinator

2002 - 2007

- Led B2B and B2C brand marketing initiatives, designed marketing strategy and marketing programs for new store locations, created marketing literature, print collateral and sales kits for new business development team, developed consistent communications for internal and external audiences, and conducted market research to support business objectives.
- Designed and executed local marketing strategy and campaigns for 4 new wholesale storefronts and new retail showroom.
- Spearheaded redevelopment of customer loyalty program, including identifying consumer insights, designing promotional strategy, integrating growth structure and developing ROI analyses.
- Identified budget cost savings, totaling \$40,000 by integrating synergistic marketing activities.

EDUCATION

College of William & Mary - Mason School of Business, Williamsburg, VA
MBA - Brand Management & Entrepreneurship

2007 - 2009

College of William & Mary, Williamsburg, VA
BA - French & Marketing

2003 - 2007