

MARIE LAGADEC

Brand & Integrated Marketing Director

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📍 Brooklyn, NY

WORK EXPERIENCE

ADORE ME

Direct-to-consumer women's intimate apparel brand, Certified B Corporation, Victoria's Secret & Co. group

New York City, NY

2023 | Brand & Integrated Marketing Director

- Utilize consumer, cultural, digital, market, and performance data to drive end-to-end marketing initiatives. Collaborated cross-functionally to position brand effectively, develop creative content strategies, execute go-to-market plans, implement full-funnel strategies, and measure performance against key indicators.
- Lead ideation, conceptualization, and full-funnel implementation of Adore Me's Holiday and Valentine's Day campaigns, resulting in a 30% increase in aided brand awareness. Defined and implemented a comprehensive 360 marketing strategy, utilizing strategic advertising channels, including Out-of-Home (OOH) and Digital Out-of-Home (DOOH) in major cities, generating over 50 million impressions, alongside guerrilla marketing, subway advertising, social media, and influencer marketing.
- Direct Adore Me's social media strategy across Instagram, TikTok, YouTube, and Pinterest, growing the community to 5M followers. Pioneered the brand's TikTok strategy, increasing followers from 0 to 600K in 4 years, and boosted Instagram followers from 300K to 800K. Achieved an impressive 5.5% engagement rate, exceeding industry standards.
- Manage brand partnerships and led the launch of 6 capsule collections in collaboration with brands and celebrities, significantly boosting brand awareness and customer engagement. Orchestrated the successful launch of the "Let's Go Party" collection coinciding with the premiere of the Barbie movie.
- Directly manage a team of four, overseeing social media, consumer insights, influencer marketing, and event activations, ensuring alignment and effectiveness in achieving strategic goals.
- Conduct monthly consumer studies (~4 per month), covering various business aspects such as persona understanding, product launch potential, creative asset evaluation, future brand collaborations, and consumer expectations for product innovations.

2020 - 2022 | Integrated Marketing & Social Media Manager

- Orchestrated the development and expansion of Adore Me's in-house content creators platform. Collaborated with engineering and product teams to develop a recruiting strategy, engagement tactics, an affiliate program, and events, contributing to the network's growth to over 6,000 content creators.
- Designed and implemented new processes in Social Media, Influencer Marketing, and Content Creation, impacting over 20 collaborators across five different teams.
- Partnered with Product Creation teams, Merchandising, and Creative Director to translate assortment objectives into compelling seasonal collections and narratives, leveraging customer insights, social listening, and trends in fashion, beauty, and culture.
- Led bi-monthly brainstorming sessions to develop robust content plans supporting marketing strategies across all customer touchpoints and channels. Designed comprehensive seasonal shoot requests and briefs in collaboration with merchandising and photo production teams, producing engaging content for specific collections and narratives.
- Owned and led the organization of Adore Me's 2022 and 2023 New York Fashion Week show events, successfully live-streamed on Adore Me's website.

2017 - 2020 | CRM Associate and CRM Coordinator

- 4 years of strategic and hands-on experience in CRM, managing Adore Me's CRM strategy for a contact list of over 20 million customers and leads. Developed lifecycle programs, segmentation, automation strategies, messaging, conversion optimization, onboarding programs, and churn tactics.
- Ensured successful execution and consistency of CRM campaigns across key retention channels, including Email, SMS, Push Notifications, App Messages, and Website, managing projects across seven teams.
- Defined offer and promotion strategy planning based on revenue goals and target margins, leveraging Gift with Purchase (GWP) strategy, which increased Average Order Value (AOV) by over 20%. Worked closely with the purchasing team to plan and source gifts for Adore Me's VIP program.
- Analyzed and reported on campaign performance, identifying nuances in data to optimize customer engagement.

NEXTUSER

B2B CRM personalization and artificial intelligence solution

San Francisco, CA

2016 | Marketing Analyst

- Consulted and assessed web products for clients and prospective clients, conducting in-depth analysis of web features and KPIs. Performed technical analysis using Google Analytics and developed solutions for user data collection and customer profiling with IBM Watson's Artificial Intelligence solution.

ZAPA

Direct-to-consumer women's apparel brand

Paris, France

2015 | Digital Marketing Coordinator

- In charge of CRM and Web Merchandising. Initiated the development of a visual and editorial charter for all digital communications. Coordinated e-commerce photoshoots in collaboration with stylists. Generated monthly performance reports for newsletters.

EDUCATION

ESSEC BUSINESS SCHOOL | Bachelor in Business Administration

Paris, France

Majoring in Marketing and International Business, I gained a comprehensive business education with a global perspective. ESSEC Business School, ranked as a top European business school, provided me with a prestigious and recognized academic experience.

EXPERTISE & TECHNICAL SKILLS

Brand Marketing, Go-To-Market Strategy, Planning, Integrated Marketing, Influencer Marketing, Social Media, Content Marketing, Brand Partnerships, Leadership, Event Production, OOH & DOOH Advertising, Customer Relationship Management, Consumer Insights, Budgeting, Contracting & Negotiations, Strategy Development, Google Analytics, Shopify, Canva, Email & SMS Platforms (Salesforce, Validity, Mailchimp), Brand Equity Measurement, Social Performance Platforms.