

# ALEXIS DJEREDJIAN, MBA

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## EXPERTISE

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*Digital marketing and eCommerce expert with 14 years of experience growing small-to-medium size brands online.*

- eCommerce Strategy
- Marketing Strategy
- eMail Marketing
- Social Media Marketing
- Influencer Marketing
- Website Optimization
- Content Marketing
- SEM
- SEO
- Mobile Apps
- Leadership & Mgmt
- Personnel Development
- Budgeting & Forecasting
- Marketing Analytics
- Creative Direction

## EXPERIENCE

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**ARD Marketing Consulting**, ecommerce and digital marketing consulting services focused on health & wellness, beauty, and fashion industries.

### Consultant, 2009 - current

#### ACHIEVEMENTS & KEY PROJECTS

- Clients: [skinbetter science](#), [ALASTIN Skincare](#), [Palladio Beauty](#), [LEEF Organics](#), [SENA Cases](#), [LILLEBaby](#), [THIQUE Hair](#), [CBD Naturals](#), [M. Greengrass Fragrances](#), [Emepelle](#)
- Specific project work and engagement details are available upon request

**LifeSeasons**, a \$10M privately-owned natural supplements brand sold in the US online and in-store. LifeSeasons was acquired by Japanese consumer products brand Yamada Bee in 2016.

### Vice President, Marketing - Digital, 2017

*Recruited by the CMO to build and develop the new direct-to-consumer sales channel for LifeSeasons. Responsible for all digital consumer marketing and direct-to-consumer sales for LifeSeasons.com and Amazon.com.*

#### ACHIEVEMENTS & KEY PROJECTS

- Within 3 months, hired a team of two employees and supplemental agency partners, established key operational and project management SOPs, and launched foundational marketing programs including email marketing, social media marketing, SEO, social advertising, and content marketing
- Doubled B2C revenue within first 6 months of hire, and paced to triple revenue by year-end
- Launched Subscribe & Save subscription program in first five months, resulting in more than 50% of all direct-to-consumer orders purchased with a monthly subscription
- Established email marketing program from scratch, resulting in organic collection of 10K consumer emails with best-in-class engagement including a 60% conversion rate and 30% open rates
- Implemented a content marketing strategy and online advertising program resulting in 10X increase in traffic to LifeSeasons.com within 6 months of website relaunch
- Created social media marketing strategy resulting in 7X follower growth on Instagram and 2.5X follower growth on Facebook within 9 months of hire
- Optimized Amazon listings, resulting in 10X increase in conversion rate and 5X increase in revenue

**NuFACE**, a \$30M privately-owned beauty brand sold worldwide online and via professional distribution.

### Digital Marketing Director, 2016-2017

*Hired to turnaround the struggling direct-to-consumer eCommerce channel and support the all sales channels.*

#### ACHIEVEMENTS & KEY PROJECTS

- Brokered partnership with two key online influencers for a brand collaboration for Holiday 2016 launch including video production, packaging, and a full launch program
- Led transition of underperforming email program from MailChimp to Listrak resulting in 2X revenue from email channel and organic growth of email database by 150%
- Implemented marketing tactics to drive mobile app downloads after launching in 2015, resulting in 13K new downloads and about 50K mobile app sessions within 6 months of app launch

- Developed a launch plan for a new skincare product to drive reviews prior to consumer launch resulting in more than 100 4-5 star onsite reviews from influencers as well as published content across social media
- Launched the Current Beauty Blog resulting in 10K visits/month within 6 months of launch

**Toppik**, a \$30M privately-owned beauty brand sold worldwide online and via professional channels. Toppik was acquired by industry-leading CPG brand Church & Dwight in 2015 and is now part of their \$3.5B portfolio.

**Digital Marketing Director, 2014-2016**

*Joined team to course-correct the overlooked direct-to-consumer sales channel for Toppik.com, which accounted for 30% of the overall business but at one time was nearly 100%.*

ACHIEVEMENTS & KEY PROJECTS

- Increased revenue 15% and AOV 10% while decreasing spending 15% in just 5 months after hire
- Identified new customer acquisition channels including onsite email subscription points and affiliate marketing to drive incremental revenue
- 350% increase in revenue from email channel as a result of launching automated email series
- Increased revenue from SEM channel by 31% in just 3 months while also cutting expenses by 25%
- Launched the Hair Toppiks Blog resulting in more than 10K views/month within 12 months of launch

**Obagi Medical Products**, a \$100M publicly-owned brand of system-based, physician-dispensed skincare. OMP was acquired by Valeant Pharmaceuticals in 2013 and brought into their portfolio of top-selling aesthetics brands.

**Senior Marketing Communications Manager, 2012-2014**

*Worked to drive brand awareness, extend customer lifetime value, usage compliance, and strengthen the patient-physician relationship in a newly created role. Once acquired by Valeant Pharmaceuticals, responsibilities extended from a single brand to all of Valeant Aesthetics, which included 5 individual business units, and up to 20 unique brands or product lines.*

ACHIEVEMENTS & KEY PROJECTS

- Acquisition-focused marketing programs generated 85% growth in consumer email database
- SEO and video content strategies combined with effective YouTube SEM campaigns directly led to a 3,600% increase in traffic to Obagi.com and 1,800% increase in key conversions from this channel
- Strategic website and mobile optimizations generated a 25% decrease in goal conversion abandonment

**Too Faced Cosmetics**, a \$50M privately-owned cosmetics line sold worldwide online and in major beauty retailers.

**Online Marketing Manager, 2010-2012**

*Hired for a new position with responsibility over the direct-to-consumer sales channel for TooFaced.com, with a secondary goal of driving brand awareness to support overall business across all sales channels.*

ACHIEVEMENTS & KEY PROJECTS

- Increased online sales revenue by 31% in 1st year, 83% in 2nd year and paced to hit 80% by 2012
- Redesigned TooFaced.com website, mobile website, and B2B website
- Increased eCommerce conversion rate by 267%, increased eMail CTR by 266%, increased daily visits to website by 166%, increase average order value by 30%
- Started SEM and affiliate marketing programs which accounted for 40% of D2C sales by 2012
- Launched the 'Glam Status' Loyalty Program and an industry-first Beauty Blogger Program

## EDUCATION

[Azusa Pacific University](#)

**Masters of Business Administration, 2005-2006**

**Bachelors of Science, Marketing and Leadership, 2002-2005**