

KERRI JACKSON

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STRATEGIC MARKETING EXECUTIVE

Dynamic marketing professional with 10+ years of experience developing and executing successful plans and programs that improve speed to market, reduce costs, and maintain customer satisfaction with multilevel in-store campaigns. Strong leader with proven ability to train, supervise, and motivate teams through high-demand situations in fast-paced environments.

Core Competencies

End-to-End Market Strategies • Brand Development • Cross-Collaboration • Business Development • Revenue Generation
Strategic Planning • Market Analysis & Research • Vendor Relations • Team Leadership • CRM • Financial Reporting

EXPERIENCE

10/2007- **ESSILOR OF AMERICA**

DALLAS, TX

5/2018 *Manufactures & distributes optical lenses in the U.S.*

Senior Marketing Manager, In-Store Activation (10/2016-5/2018)

- Spearheaded in-store tactic strategy with focus on end-to-end shopper experience for 3K independent eyecare professionals.
- Collaborated extensively with outside vendor agency to increase brand conversion and deliver differentiated shopper experience.
- Coordinated with marketing research team to implement merchandising survey to establish KPIs of in-store material effectiveness in driving sales and shopper engagement
- Defined overall go-to-market merchandising strategy with tiered customer and material approach to spur consumer education and extend brand reach to an additional 4K eye care professionals.
- Presented strategy to CMO and senior leadership to gain buy-in and ensure consistency of brand messaging across enterprise.

Select Achievements

- Created digital repository of customizable and print-on-demand Point of Sale materials to cater to specific needs of eyecare professional office demographics.
 - Increased consumer satisfaction and material usage.
- Led innovative in-store testing and product piloting to determine future in-store consumer strategy.

Director of Customer Relations (4/2011-10/2016)

- Managed strategic direction for Customer Service teams, including four Direct Managers, 14 Customer Service Representatives (CSR) and two Consumer Advocates.
- Improved team productivity and reduced performance errors by 10% through cross-training CSRs to perform all operational functions.
- Established Consumer Advocate Team after identifying need to resolve consumer inquiries and communicate key issues with advertised brands after company transition from B2B to B2C.
 - Hired and trained three employees in collaboration with existing employee promoted to Supervisor; team is currently ongoing.
 - Created communication flow to present key issues to advertised brands.
- Increased positive feedback in customer satisfaction surveys by 25% after initiating monthly stand-up meetings to ensure customer issues were addressed and resolved.

Sales Operations Manager (10/2007-4/2011)

- Served as liaison between IDD sales force and internal teams to ensure alignment of objectives.
- Created and distributed ongoing monthly sales results, including commission reporting and lab sales performance.
- Executed sales incentive program, resulting in 10% organic growth for Inside Sales territories.
- Implemented CRM platform to gain visibility of key lab account information on product usage, marketing promotions, and sales data.

5/2004-
10/2007

CROSSMARK

PLANO, TX

Sales & marketing services company operating within the consumer goods industry.

Senior Client Service Manager (8/2006-10/2007)

- Promoted to manage account base dedicated to representing Rayovac and Remington products at Walmart and Target stores.
- Generated 20% sales increase for Alkaline batteries in Target through implementation of strategic merchandising sales plans to be utilized by retail reps for product placement. Increased exposure by placing product in high-traffic areas within store to encourage last-minute purchasing decision.
- Collaborated with retail sales force to introduce new Rayovac GO PAK battery sidekick in 500 Walmart stores.
- Analyzed integrated data to evaluate Point of Sale on new item introductions before national roll out.

Client Service Manager (7/2005-8/2006)

- Implemented and executed CPG strategy to market and merchandise consumer product goods in retail, mass, grocery, and convenience stores.
- Increased Yankee Candle sales revenue 30% in Kohl's stores by introducing Yankee Candle Simply Home line.

Retail Sales Manager (5/2004-7/2005)

- Managed 40 Retail Representatives responsible for all class trades, including wholesale, retail, mass, grocery, and convenience stores within Dallas Fort Worth area and Oklahoma.
- Achieved 30% increase in market share by creating a customer selling booklet to establish distribution of Cadbury Adams products in 3K+ retail accounts.
- Turned around underperforming team, resulting in achievement of 100% retail objectives for two quarters.

1/2002-
5/2004

SEARS

DALLAS, TX

In-Store Marketing Manager

- Oversaw three Marketing Assistants and 15 in-store Marketing Associates while identifying weekly opportunities in top ten lines. Implemented strategic plans to resolve declining sales trends.
- Increased store sales 25% by executing six major initiatives focused on product promotion and driving traffic with merchandising/displays, promotional signage, and product placement within store.

7/2001-
1/2002

GAP

PLANO, TX

Merchandise Manager

EDUCATION

TEXAS A&M UNIVERSITY

COLLEGE STATION, TX

Bachelor of Business Administration, Marketing

TECHNICAL

- CRM (Salesforce & Oracle), Microsoft Suite, Google Analytics