

Laura Carroll

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Professional Experience

[Rhode Island Novelty](#) | 2011 – 2015

Director of Marketing: Manage all aspects of consumer marketing to grow brand awareness, build loyalty, and increase market share for a wholesale distributor breaking into the B2C marketplace.

Budget Management

- Develop and manage \$4 million budget
- \$9 million in annual sales

Campaign Management & Analysis

- Implement order tracking system to identify consumers, products ordered and sales
- Build catalog and email strategies to grow customer base, focusing on prospecting and engaging lapsed customers (7% growth)
- Examine customer demographics and purchase behavior to build effective contact strategies
- Responsible for creating, implementing and measuring the success of promotions, A/B tests, and website content
- Measure \$/book, response and click-through rates to optimize ROI
- Evaluate products to develop merchandising plans for catalogs, emails, website, social media and paid ads
- Summarize catalog and email campaign results and identify key takeaways

Leadership

- Hire, mentor and manage marketing professionals
- Build and maintain strong relationships with other departments and vendors, including printers and list managers

[Ross Simons](#) | 2007 – 2011

Manager, Catalog Planning & Analysis (Direct Mail Analyst '07-'09): Responsible for preparing, executing and reporting on direct mail and print ad campaigns. Created and managed the fiscal budget and sales reporting to C-level executives.

Budget Management

- Developed and managed \$18 million budget
- \$42 million in annual sales
- Updated weekly, monthly and annual forecasts, providing highlights of the prior week's performance

Campaign Management & Analysis

- Developed circulation plans, including customer segmentation and reactivation strategies to optimize mailings
- Worked with list managers to improve acquisition strategies for maximum house-file growth
- Measured campaign performance to improve future campaign response rates and order values
- Created post-mortem presentation decks for merchandising providing catalog performance by category, subcategory and item level detail within individual and seasonal catalog drops

[KS&R](#) | 2004 – 2007

Market Research Analyst: Managed research projects for clients from proposal to reporting on summaries and recommendations. Worked closely with clients to gain understanding of their marketplace, needs, concerns and strategies.

- Designed survey instruments, trained call center reps and managed data collection
- Created matrices and simulations for concept/offer testing and pricing
- Analyzed data with SPSS, statistical analysis software
- Prepared reports, key findings and recommendations based on quantitative and qualitative data

Education

Master of Business Administration | LeMoyne College | 2003

Bachelor of Science - Economics | University of Dayton | 1999

Software

Microsoft Office, with strengths in Excel and PowerPoint
SPSS - predictive analytics software