

Karen E. Levy

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Professional Experience**Instant Brands**

Chicago, IL

Director of Integrated Marketing and Media / January 2022 - Present

- Report to CMO and CEO
- Lead all marketing, shopper marketing, PR, influencers, media, email, app and web for portfolio including Instant Pot, Pyrex, Corningware
- Manage a team of 10 people
- Manage yearly P&L budgets non-working and working
- Create cohesive digital ecosystem and drive ecommerce sales
- Created a new team, new roles and new budget in my first month

Maple Hill Creamery

Chicago, IL

Head of Marketing / October 2019 - January 2022

- Report to the CEO
- Manage a team of e-commerce director, social media manager, creative director, project manager, PR agency, creative agency, shopper marketing agency and e-commerce agency
- Manage all paid media across Google, SEM, DSP, Programmatic, Social, E-commerce
- Responsible for all aspects of marketing for Maple Hill: PR, shopper marketing, PR, P&L, e-commerce, events, packaging, digital, social, web, D2C, retailers
- Create and execute on PR strategy for the launch of Zero Sugar Organic Milk with a focus on earned social media impressions, including celebrity sponsorships, influencers and events leading to over 1BN impressions in a year
- Used social listening to create consumer profiles for each portfolio product to increase ecommerce conversions, lower CPMs and increase CTR
- Designed and executed a comprehensive e-commerce strategy -featured as #1 new product in Amazon dairy, surpassing all sales forecasts by 300%
- Managed all retailer partnerships with key players like Target, Walmart, Publix and Kroger to create a cohesive digital strategy for social media content, media buying, influencers, digital ads, sponsored search and content production
- Analyzed social media strategies and Google search data to devise comprehensive social marketing initiatives, leading to an increase of 200% in impressions and a substantial lift in engagement
- Grew Instagram, Pinterest and TikTok impressions and video views by 500% YOY while creating more efficient spend and targeting
- Managed all digital publisher partnerships like GOOP, PopSugar, Cherry Bombe, Food52, Conde Nast and Leaf Group

Director, Digital Marketing / Apr 2019 - Oct 2019

- Managed social media and digital marketing strategies, using analytics to enhance presence across YouTube, Google, Twitter, Instagram and Pinterest.
- Acted as product manager, created roadmap and market launch on e-commerce
- Audit, assess and rebuild Maple Hill social and digital brand look and tone of voice
- Executed on rising influencer and celebrity partnership in similar industries driving 100MM earned impressions, significantly above forecast
- Managed publisher partnerships with Goop, Cherry Bombe and Access Hollywood, leading to a 6% brand lift

- Create a program of in-person events that drive social media media impressions and brand affinity like Cherry Bombe Jubilee, Female Founders Panels, Food and In Goop Health

Kraft Heinz Company

Chicago, IL

Head of Social Media , Global Digital Growth / Dec 2015 - Jan 2019

- Managed a team of social media and digital marketing professionals with focus on content, engagement and brand integrity in all campaigns, posts and strategies
- Guided team and provided coaching and feedback on paid and organic social media strategies, analytics, SEO and social listening for 80 brands across Kraft Heinz
- Vet and test new martech and social media technology for portfolio brands including working directly with social media platforms, publishers and retailers
- Managed Social Listening and analytics using “Looking Glass” technology for launches and campaigns, enabling data-driven insights to increase sales, engagement and merchandising
- Collaborated with Technology and Data Modelers to create A/B tests with marketing campaigns across all social media channels. Set KPIs, measured results and made recommendations to senior management
- Used data and strategy to act as in-house producer for digitally optimized videos that increased ad recall, sales lift and decreased CPC/CPM
- Managed social media strategy, social listening and analytics for 3 Super Bowl campaigns
- Work collaboratively with CRM/Kraft Recipes, Innovation, E-commerce, Joint Ventures and all portfolio brands to create process and best in class practices for social media, content production, social media ads, social listening, influencer playbooks and social media innovation
- Oversaw e-commerce integration into social media, influencers, production and digital strategy - including highly mutually beneficial partnerships with Amazon, Walmart and Instacart
- Launched the first ever shoppable CPG pin on Pinterest with Kraft Heinz, Pinterest and Walmart

Social Media / CRM Manager / Apr 2015 - Dec 2015

- Manage media budget and agencies for Kraft Recipe brands
- Managed content calendars, copywriting, photo editing for Kraft Recipes social media
- Designed email marketing strategies leading to an increase in email sign-ups by 15%
- Launched Kraft Recipes Instagram growing to 150K followers on Instagram within a year
- Launched influencer marketing campaigns integrated with SEO keywords for KraftRecipes.com and social media use
- Used social listening to identify food trends for the Kraft Heinz test kitchen to develop recipes for digital and social use

Whole Foods Market

Austin, TX

Marketing Specialist | Oct 2010 - Feb 2015

- Public relations, in-store marketing and events for Whole Foods Market and partner brands
- Helped market new and emerging brands through merchandising, vendor relations and analytics
- Event production for large scale events like SXSW, LiveStrong and Formula 1
- Develop and launch in-store merchandising, programs and product demos

Skills

- MS Office (Word/Excel/PPT), G-Suite
- CRM, SEO, SEM, Google Analytics, SQR, Salesforce, A/B Testing
- Social Media, Content, Advertising, Partnerships, Brand Loyalty, media buying
- Analytics, Social Listening, Media Reporting

Education

Chicago Columbia College

Certifications: BrightEdge, Facebook Blueprint, Spreadfast