

Lauren Savitch

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SUMMARY

Innovative and collaborative leader specializing in **Product & Brand Account Management**. Expertise in CPG, corporate retail, B2B, B2C & D2C, strategic key accounts, project management, branding, manufacturing, and product development. Supports a variety of industries, product categories and market channels. Adept at cultivating meaningful relationships with tactful and sharp methodology. Forward-thinking and passionate leader known for strong communication and executing strategies that align with organizational goals.

SKILLS & COMPETENCIES

Business & Brand Strategy | Creativity & Innovation | Cross-Functional Leadership | Design Direction | Savvy Negotiator
Sourcing & Manufacturing | Confident Presenter | Marketing & Branding | Client & Vendor Relations | Customer Success
Product Development | Problem Solving & Analytics | MS Office | CRM | Adobe | Salesforce | Mavenlink | Slack

PROFESSIONAL EXPERIENCE

A'men Buzz | San Diego, CA

01/2020 - Present

CPG Product Developer & Brand Strategist / Co-Founder – *Startup Passion Project*

- Developed a ready-to-drink collagen coffee beverage brand with business partner.
- Organically raised \$160k in capital to support business efforts in product development, branding, marketing, e-commerce, trademarking IP, legal fees.
- Built from the ground up in concept, brand execution, packaging, ingredient & supplier sourcing, product formulation, and strategic partnerships.

Advanced Natural Group | San Diego, CA

08/2019 – 01/2020

CPG Account Manager

- Grew integral partnerships under natural food & beverage brokerage with key buyers and distributors through calls, meetings and presentations.
- Maintained brand communication and fostered relationships with top CPG brands: Health-Ade Kombucha, Ripple, Organic Valley, Hippeas, Barnana, Beanfields, UnReal, Emmy's Organics, Vital Farms, GimMe Snacks, Project 7, Maple Hill Creamery, Love Corn, etc.

Self-Employed | San Diego, CA

05/2017 - 08/2019

Brand Project Manager - *Contract*

- Branding and project manager responsible for leading and managing client facing projects within the marketing and advertising space, ensuring accuracy and high level of client satisfaction.
- Led and managed client-facing projects from initial SOW development and kickoff through launch.
- Collaborated with clients and internal teams on scripting, editing, branding, voice-overs, imagery, videos, training materials, websites, illustrations, animation, etc.
- Managed budget, internal communication, timelines and deliverables through Mavenlink.

Acosta Sales and Marketing | San Diego & Orange County, CA

05/2016 - 04/2017

CPG Business Manager

- Represented 20+ major CPG brands including Nestle, Kellogg, Coca-Cola, KIND, Simply Orange, ConAgra, Mondelez, Pfizer and Burt's Bees.

- Grew sales for new product while developing the business of assigned retail and wholesale customers throughout San Diego, Orange County and Los Angeles territories.
- Presented product launches and marketing collateral, providing customers with new product in order to increase growth in customer's business and internal sales revenues.

Bluume | San Diego, CA

08/2015 – 02/2016

Business and Marketing Development Manager

- B2B sales manager responsible for finding and driving new business opportunities in the greater San Diego region, creating value and aiding in the process of generating revenue growth for business owners.
- Built and fostered client partnerships by focusing on bottom line impact, while increasing sales and profits.
- Initiated, negotiated and on-boarded new clients in San Diego market through cold calling and prospecting.
- Delivered strategic presentations in order to provide client with the most effective information on marketing and small business solution services.
- Developed proposals, negotiated terms & conditions and implemented agreements while ensuring financial results focused on the individual needs of each business.
- Leveraged market research and knowledge to help identify areas of improvement for each client.
- Implemented new processes for client using specialized sales and marketing tactics to effectively brand the client within appropriate market channels and attract new customers.

PETCO | San Diego, CA

05/2014 - 05/2015

Product Developer: Apparel & Home, Private Brands – Contract

- Managed product development from concept through production hand-off, in accordance with corporate standards for quality, consistency & functionality, while meeting price, minimums, and sourcing strategies.
- Cross-functional team leader ensuring global brand vision and corporate objectives are met.
- Facilitated consumer insights and trend analysis in design phase to bring products to market.
- Built and managed relationships with management, cross-functional partners in merchandising, space planning, brand, QA, sourcing, and design while executing product strategies and development timelines.
- Developed exclusive Star Wars licensing partnership, ensuring brand consistency.
- Tracked project deadlines, resolved development challenges and reviewed samples.
- Approved color, lab dips, strike-offs and samples to gain product construction consistency; ensured products met QA testing protocols.
- Partnered with buyers and sourcing partners to solidify assortments while keeping costs within budget.

Pottery Barn Teen, Williams-Sonoma, Inc. | San Francisco, CA

06/2012 - 05/2014

Sourcing & Production Manager

- Managed the sourcing, execution, and delivery of quality products; Created and maintained production status reports and solved production challenges ensuring on-time delivery of quality merchandise.
- Spearheaded project to decrease return rates and improve product performance by analyzing sales reports and return rates; worked with distribution centers on packaging improvements and manufacturers to address quality.
- Identified strategic suppliers based on their individual core competencies and developed relationships with each; ensured suppliers providing the best cost and execution capabilities for specific materials and finishes.
- Collaborated with design team during exploratory phase of development to source innovative materials.
- Led all cost negotiations from a multiple vendor bid process.
- Ensured on-time PO placement and delivery of goods to respective distribution centers.
- Improved costs and lead times through savvy negotiation and mitigating risk during pre- and post-production.
- Developed and maintained relationships cross-functionally with merchandising, inventory, design, and suppliers.

The Gymboree Corporation | San Francisco, CA

03/2011 - 05/2012

E-commerce Product Coordinator

- Strategically merchandised online product sales strategies for children's apparel encompassing sample management, design aesthetic, quality and timelines to ensure all deadlines were met.
- Evaluated and executed new ideas to improve the business through more efficient processes as well as recommended other business enhancements to the E-Commerce manager.
- Fostered strong cross-functional partnerships across E-Commerce, creative services, photography, marketing customer service and fulfillment teams to guarantee brand and product integrity online.
- Worked closely with buyers to prepare and manage product for online representation.
- Operated with knowledge of the development process and how it related to the product development timeline and business partners (PD, Design, Merchandising, Sourcing).

Walmart.com | Brisbane, CA

11/2010 - 01/2011

E-commerce Site Coordinator - Contract

- Partnered with cross-divisional departments to create online sales that were easy for customers to navigate.
- Worked closely with 360 rich media software to ensure proper website accuracy.
- Created reports and updated item content through Excel, PIM, SQL and Tool for business system analysts.
- Ensured accuracy of sales and that all information (style number, style name, color, retail price, size range, images, description, size charts, subcategories, etc.) was accounted for and completed.
- Problem solved and communicated with buying team, inventory, digital Imaging, Copywriting and Photo Studio for discrepancies.

Plum District | San Francisco, CA

04/2010 - 10/2010

Account Representative - Startup

- Directed local and national marketing campaigns to create brand awareness through viral tactics which resulted in greater customer retention and increased sales revenue.
- Aided in building revenue for this new company from the stage of inception to acquisition by implementing a sales process and managing sales team.
- Supported CEO and executive team on local and national markets that covered project management, task prioritization and execution, logistical planning.
- Established and maintained B2B relationships in diverse markets.

EDUCATION & COMMUNITY INVOLVEMENT

University of Arizona | Tucson, AZ

Business Administration *with focus on Retail*

Kappa Alpha Theta Sorority

Fashion Institute of Design & Merchandising | Los Angeles, CA

Visual Communications Arts Degree

Junior League, San Diego | Event Participant

Jewish Community Center, San Diego | Volunteer