

NINA CIMINELLI HILL

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5 ALTA TERRACE, CORTE MADERA, CA 94925

CONSUMER MARKETING LEADER, SEASONED STRATEGIST, OMNI CRM EXPERT & DTC BUSINESS EXECUTIVE;
DEVELOPS & OPERATIONALIZES BREAKTHROUGH PLANS TO DRIVE SUSTAINABLE PROFIT AND BRAND ENGAGEMENT

Education

CORNELL UNIVERSITY

Ithaca, NY

Executive Education programs in
Brand Management
& Sustainable Business
through eCornell
(Sep 2021, June 2022)

NORTHWESTERN KELLOGG SCHOOL OF MANAGEMENT

Chicago, IL

Executive Education program
Strategies That Build Winning Brands
(Jul 2021)

ROY H. PARK SCHOOL OF COMMUNICATIONS ITHACA COLLEGE

Ithaca, NY

Bachelor of Arts in Communications
Journalism Concentration
Psychology Minor
(Jan 1997)

Study Abroad

Semester At Sea Program, University of
Pittsburg, Spring 1996

Study in Rome Program, Fordham
University, Summer 1995

Key Capabilities

Marketing & DTC Exec Leadership (fCMO)

Brand Management & Strategy

Consumer Marketing Strategy

Consumer Insights

Omnichannel Experience Development

CRM Strategy

Club & Subscription Strategy

Communication Architecture

Strategic Planning

Brand Program Development

eCommerce Development

Certifications

CORNELL UNIVERSITY

Certificate of Brand Management
Certificate of Sustainable Business

NORTHWESTERN KELLOGG
SCHOOL OF MANAGEMENT

Strategies That Build Winning Brands

AMERICAN MARKETING ASSOC. (AMA)

Professional Certified Marketer
in Digital Marketing

DIGITAL MARKETING INSTITUTE (DMI)
Certified Digital Marketing Professional

Experience

Oct 2019 - Present

OWNER & STRATEGIST

Holistik Brand Consulting, Corte Madera, CA

- fCMO services, Brand Management & Strategy, Marketing Strategy, Consumer Insights, CRM & DTC Transformation, Strategic Planning, Content Marketing

Sep 2016 - Oct 2019

DIRECTOR OF CONSUMER BUSINESS/ CLUB & OMNI CRM

Domaine Chandon, LVMH, Yountville, CA

- As general business/P&L manager of DTC channels (Hospitality AKA "Brand Home", eCommerce, Customer Service, Retail), winery marketing and CRM, drove integrated web, wine club subscription, CRM, experiential, local industry marketing; generated +10% profit and +60% in CRM marketing effectiveness in first year; sought after to advise of DTC development across Global Moet Hennessy
- Led leadership and agencies through innovative new "Brand Home" design concept, experience strategy and digital transformation for one of Napa's most visited wineries; led phased renovation to retail experience (+20% sales)
- Led Salesforce eCommerce and CRM implementations; resulted in data quality improvements, and eComm conversion increase of 129% post re-platforming
- Steered data strategy, BI, and customer segmentation efforts, and developed segmented customer journeys and content strategies (Email OR+ 9%, CTR +20%)

Mar 2016 – Sept 2016

DIRECTOR OF MARKETING

east, San Francisco, CA

- Initiated and led brand research to refine Food Tech "Breakout Brand of 2016" (Nation's Restaurant News); drove brand strategy and wrote content to position product, marketing and store experience for growth and engagement
- Led go-to-market plan, staff and PR agencies to deliver new app launch resulting in increased frequency, and new store opening yielding ~ 50 hits, 2k opening visitors

Nov 2014 - Mar 2015

HEAD OF MARKETING

Kitchit, San Francisco, CA

- Led marketing for early-stage startup to develop strategy for brand messaging, new market launch, business development and acquisition through SEM
- Directed marketing campaigns, including Holiday gift marketing (+60 YOY), PR (14 hits in 4 mos), Social (+30% engagement)

Apr 2007 - Nov 2014

ASSOC. DIRECTOR OF MARKETING

Bare Escentuals, Inc, San Francisco, CA

- Successfully led and planned top corporate initiative to concept, launch and manage innovative new Omni-Channel customer relationship program that exceeded acquisition (40% customers enrolled) and membership goals (2.5M and climbing upon my departure), and awarded company a top 10 ranking in L2's Digital Intelligence Index two years in a row; program succeeded P&L goals, contributing 12% revenue to Boutique and 40% Web channel upon year two
- Led creation of program brand positioning, iconic identity, and system
- Drove CRM roadmap, insights strategy and delivered requirements for a new customer data warehouse to improve insights across the enterprise and globally
- Led go-to-market plans, pricing and promos, and planned assortments across eCommerce, digital marketing, and DR; continually generated ROI positive results

Apr 2003 - Mar 2007

MANAGER, MARKETING STRATEGY/ CONSUMER INSIGHTS

Old Navy, Gap Inc, San Francisco, CA

- Boosted sales and traffic (+10% Comp) with insight-driven marketing strategies to meet unique market and consumer segments (i.e., Canada, Maternity)
- Led brand audit and competitive market assessment that evolved brand and store messaging with USPs across 1k store fleet; turned work into first “brand bible” to arm staff with key actionable insights
- Pioneered advertising testing program to build and benchmark learnings that would improve brand campaign results; key perceptual metrics rose +5 to +20%
- Led brand health tracking, pivotal segmentation and qualitative deep dives that defined customer segments and surfaced opportunities to win category share
- Developed brand architecture to improve uptake of Teen shop, Denim line

Feb 2000 - Feb 2003

MANAGER, MARKETING

InStyle, Time Inc., New York, NY

- Analyzed research and integrated into competitive positioning strategies to develop new advertising business; partnered to win scores of ad placements
- Managed marketing communication to develop sales and influence trade perception, incl. brand collateral, presentations, direct mail and positioning video

Jun 1999 – Feb 2000

EDITORIAL ASSISTANT

Country Living Gardener/Rebecca’s Garden, Hearst Magazines, Inc, New York, NY

- Wrote web, magazine and promo copy, and managed photo shoots, for Web, Print, TV properties

Jan 1998 – June 1999

SR. MEDIA PLANNER

Young & Rubicam/The Media Edge, New York, NY

- Managed and optimized the media plans and budgets for Kraft Foods’ General Foods International Coffees & Teas (TV, Print, NP, Radio, Outdoor, Digital)