**JENNY (STINGLE) HOUGHTON**

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**SUMMARY**

Results-driven leader with 10+ years in Beauty/Wellness brand & digital marketing, spanning startups to Fortune 100 CPG. Proven success building beloved brands, leading high-functioning teams, driving retail growth (incl. Ulta, Amazon, Target) & translating insights into winning multi-channel campaigns that drive business impact.

**EXPERIENCE**

**CUROLOGY – Los Angeles, CA**  *Feb 2021 to Present*

***General Manager, Male Audience***

* Develop and execute the brand strategy to grow the men’s segment at Curology, the #1 custom skincare brand in the US and a leading direct-to-consumer eCommerce business
* Leverage key consumer insights to build the annual plan, including the communications strategy across owned and paid digital channels as well as the new product roadmap

**HARVEST HEALTH & RECREATION – Los Angeles, CA** *Mar 2019 to Jan 2021*

***Director of Brand Marketing***

* Built the Brand Marketing group at Harvest, the 4th largest US publicly traded cannabis company; manage 5 direct reports and shape the company as a member of the Senior Leadership Team
* Created brand portfolio strategy and innovation pipeline recommendation; oversaw the development & commercialization of 5 new brands including High Pops, the first infused frozen edible
* Set communication strategies and oversee integrated national campaigns, owned digital channels, experiential marketing & influencer initiatives, driving annual revenue to $143MM (+149% vs. YA)
* Develop and execute large scale omni-channel campaigns that maximize ROI, including the first national marketing campaign for 4/20; managed 4 agencies and leveraged influencers, Print, OOH and paid & owned digital channels to drive sales, beating goal by +27% (91% ROI)
* Led first ever cannabis partnership with *Rolling Stone*; digital sponsorship & 4-day Coachella event drove 125MM impressions and coverage in top pop culture media (*US, E!, Hollywood Reporter*)
* Defined Harvest brand positioning, uncovering consumer & category insights to launch “Cannabis for You” campaign; ensure seamless brand experience across all consumer touchpoints

**CANOPY GROWTH – Toronto, Canada** *July 2018 to Jan 2019*

***Director of Brand Management & Acting Director of Retail Marketing - Tokyo Smoke***

* Led Brand Management for award-winning Tokyo Smoke, a premium cannabis brand & line of retail stores; TS was acquired by Canopy Growth (#1 global cannabis company) in July 2018
* Planned & launched brand’s first national campaign to drive awareness prior to Oct ‘18 cannabis legalization; “How will you spend 10/17?” online video, programmatic, influencer & experiential campaign grew brand awareness +3.0 pts and was nominated for best campaign by AdCann
* Developed the ideal retail experience for TS dispensaries, using consumer & category insights to design a benefit-based navigation system lauded as the most intuitive shopping experience by Canadian press
* Partnered with digital lead & agency to launch on-brand eCommerce site

**NEUTROGENA® (JOHNSON & JOHNSON) – Los Angeles, CA** *Sept 2012 to June 2018*

***Brand Manager - Body & Men’s*** *(note: role done remotely from Toronto)*

* Led Hydro Boost Body launch, developing a digital-first strategy prioritizing online video, paid social & influencers; identified business opportunity & consumer need, developed positioning & communication and collaborated with retail teams, agency partners and cross-functionals to meet $23MM sales goal despite a 20% budget cut, making it the biggest global launch in brand’s history
* Worked cross-functionally with sales partner on customized shopper marketing strategies for high-growth retailers Ulta, Amazon and Target, successfully growing share across each in 2018
* Oversaw marketing for #1 Men’s brand in Mass Skincare; launched cleansing wipes targeting Hispanic millennials focused on PR & eCommerce, contributing $5MM to the topline & growing online sales +40%

***Brand Manager - Suncare***

* Managed P&L and led the creation & execution of the annual business plan; grew Neutrogena to become the #1 Sun brand (~$300MM) and fastest growing (+0.6 share points) in the Sun category in 2017
* Supervised 2 associates; won “Best Culture Contributor” award
* Oversaw $30MM media + promo budget; partnered with digital, search, media, PR and traditional agencies to set communication strategies & develop campaigns to maximize business results
* Drove digital leadership by overseeing $20MM natural sunscreen launch prioritizing eCommerce, digital programmatic & influencers; Sheer Zinc was #1 new Sun platform in 2017 and largest natural sunscreen launch ever, beating target by +$4MM and driving brand’s +60% growth on Amazon
* Developed the first campaign for $40MM Beach Defense line, using consumer behavior and category dynamic insights to create a new lifestyle-driven marketing approach communicated across TV, online video & paid social; BD was the fastest growing existing platform in the category +8%
* Led the brand’s first licensing partnership with Disney, overseeing the negotiations and execution for a Beauty & the Beast branded sunscreen line resulting in +$2MM in incremental sales
* Created Neutrogena Suncare portfolio strategy to maximize long-term growth and recommended innovation pipeline prioritizing new forms & natural formulas to win in the marketplace

***Brand Manager - Cosmetics***

* Led brand strategy, communications and new product development for $200MM brand; grew business +$10MM, achieving highest sales & market share in brand’s 16-year history
* Managed 1 direct report; won “Mentor of the Year”
* Defined innovation strategy using consumer insights & competitive data; led product development (concepting, positioning, pricing, formula development, packaging) for +$50MM in new product sales
* Created & launched Hydro Boost makeup line, #1 launch in brand’s history with $25MM in sales, +4.4 stars across 24 SKUs and multiple Allure Best of Beauty awards; created + presented sell-in story to top retailers including Walmart, Target, CVS and Ulta, resulting in 100% distribution
* Led marketing launch of expanded foundation shades, growing sales from African American consumers +65% (4x category) and increasing Hispanic HH penetration by +0.3 pts; online video campaign with Kerry Washington went viral with 150MM earned impressions and coverage in top news outlets like *Good Morning America, NBC News, Hollywood Reporter & Essence*
* Spearheaded the creation of J&J’s first interactive product & shade finder tool to overcome the #1 barrier to purchase in category; led vendor selection and creation of web app which increased revenue/visit 2X with a 97% completion rate and was rolled out to Walmart & Target based on its success
* Step-changed eCommerce growth (+75%, 4x the category) by developing a dedicated cosmetics eComm strategy and content including ratings & reviews

***Associate Brand Manager - Cosmetics***

* Managed digital initiatives across brand website, Facebook, Twitter, and YouTube including 2-year partnership with ABC’s show *Nashville;* conceptualized & oversaw branded content series with Hayden Panettiere that garnered+2.7MM views & 128MM impressions
* Responsible for business analytics including assessing sales data to forecast business revenue, evaluating the performance of marketing programs and completing competitive analyses; led advertising analysis that increased media effectiveness by 10X and generated +$2MM in incremental sales

**KIEHL’S (L’OREAL) – NY, NY** *Summer 2011*

***MBA Marketing Intern***

* Developed an integrated marketing strategy targeting Millennials; received full-time offer to return

**REDBRICKS MEDIA – SF, CA** *Online advertising agency acquired by Geary SF**Jan 2009 to July 2010*

***Account Manager***

* Managed accounts representing 20% of agency revenue; supervised Associate Account Manager

**FARMER & COMPANY – NY, NY***Boutique consulting firm founded by a Bain Partner Sept 2006 to Sept 2008*

***Consultant (2007-2008); Analyst (2006-2007)***

* Used advanced financial models to improve profitability of ad agency/client relationships; presented findings to C-Level execs at top agencies including Saatchi & BBDO

EDUCATION

**University of California at Berkeley**

Haas School of Business, Master of Business Administration

**Stanford University**

B.A. in American Studies and Minor in Economics

ADDITIONAL

* Certified Google Advertising Professional in both AdWords and Analytics
* Interests: pop culture, exploring LA’s culinary landscape, NPR podcasts, magic, ceramics