

SHANNON OTTO

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New York, NY

PROFESSIONAL EXPERIENCE

BUMBLE AND BUMBLE, THE ESTÉE LAUDER COMPANIES, NEW YORK, NY

Director, Global Digital and Social Media Marketing — Oct. 2017 – March 2021

- Responsible for global digital marketing and social media strategy and North America execution at top U.S. prestige hair brand. Created 360-degree channel-driven strategies to drive awareness, conversion, and brand affinity; supported approximately 10 product launches and animations annually in partnership with cross-functional teams.
- Oversaw U.S. paid + organic digital and social execution. Managed relationship with media agencies and digital partners to establish full-funnel media strategies and effective consumer targeting.
 - Led strategic shift to always-on paid digital media supporting hero SKUs at brand.com (vs. supporting only product launches at retail partners); ROAS increased 249% and media-driven brand.com revenue increased 74% YOY despite a 49% decrease in media spend (FY21 Q1).
 - Developed new, consumer-centric how-to video strategies for YouTube and IGTV, resulting in 140% increase in YouTube views and 15% increase in YouTube watch time YOY. IGTV videos led to increased impressions in feed.
 - Launched Instagram Checkout as the third participating brand in ELC portfolio; content strategy focused on treatment and masks during COVID-19 pandemic. Partnered with Ecommerce and Communications on exclusive sets and Creator content during Holiday 2020; one creator's custom set sold out in less than 6 hours.
 - Ran first-ever Pinterest campaign for brand supporting Curl franchise; visual non-brand search campaign was Estée Lauder Companies' most efficient traffic-driving campaign ever (as of Jan. 2019).
 - Partnered with YouTube's Famebit (now BrandConnect) to increase awareness for new Bb.Thickening launch; drove 1,199% search lift on Google. Franchise exceeded sales plan; hero launch SKU was #3 Bb. SKU at key retail partners.
- Created 360-degree digital storytelling and content calendar—integrating Google search terms, product launches, retailer needs, holidays, events, and seasonal moments—to drive collaboration and ensure all channels were aligned.
- Led how-to video development on behalf of Marketing team; partnered with Creative team on storyboards, outlines.
- Implemented new monthly reporting process leveraging data from multiple sources to create actionable insights for future campaigns and test-and-learn against evergreen content.
- Developed global social and digital playbook to onboard new markets; created scalable processes and toolkits for releasing launch strategy and content to regions, retail partners, and network salons.

CLINIQUE, THE ESTÉE LAUDER COMPANIES, NEW YORK, NY

Director, Global Social Media — July 2016 – Oct. 2017

Manager, Global Social Media — March 2013 – June 2016

- Responsible for global social media strategy and U.S. execution at top global prestige beauty brand. Leveraged Clinique's heritage, creativity, and product innovation to build global programs that drove business goals and brand advocacy.
- Developed engagement strategies and content to support approximately 40 launches and animations annually, in partnership with Creative, Global Communications, Ecommerce, Global Product Marketing, Editorial and Regional Marketing teams.
- Created and refined channel-driven content strategies as platforms evolved, optimizing for KPIs based on defined business goals (including but not limited to impressions, clicks, video views, conversion).
 - Managed daily content calendar for global Instagram channel (@Clinique) with 1.5MM followers; created 3-6 Instagram Stories each week to introduce Clinique's product stories and how-tos to new audiences.
 - Successfully grew YouTube subscribers 48% YOY as a result of how-to video content strategy driven by Google search data to ensure we met consumers on their discovery journey.
- Oversaw U.S. media agency to ensure all paid social content was targeted according to defined business goals. Generated nearly 1B impressions at an effective CPM (below benchmark) across Facebook and Instagram, creating qualified audiences in retargeting pool. Partnered with Ecommerce team to ensure social programs included lower-funnel tactics.
- Managed monthly and quarterly social reporting processes to create actionable insights for future product launches and social media programs; integrated social data into broader digital marketing reports to ensure data-driven content decisions.
- Partnered with Global Creative team and creative agencies to ensure all content was scalable globally.
- Cascaded social media strategies and content to 50 global markets to ensure consistency of global social media.

M80, A GROUPM AGENCY, NEW YORK, NY — 2010 – 2013

Account Director | Senior Manager, Social Media | Manager, Social Media Marketing

- Developed strategy and managed execution of Macy's social media channels. Led 3-person team internally.
- Managed active social media calendar for client and published all content. Wrote all Facebook & Twitter copy.
- Supported client during launches of brand blog, Instagram, Pinterest, and Tumblr.

MEMBERCLICKS, ATLANTA, GA. — 2009 – 2010

Membership management software and website development company

Marketing Specialist

- Led company's social media content marketing, establishing and managing presences on Facebook & Twitter.

EDUCATION

- The University of Georgia, Bachelor of Arts, Journalism — 2009