

Victor N. Essoka

Cell: +1-917-213-4603

242 Woodlands Drive, Tuxedo Park, NY 10987

vessoka@optonline.net

<http://www.mycareerhighlights.com/victoressoka/>

MARKETING AND ECOMMERCE EXECUTIVE/GENERAL BRAND MANAGER

- **MBA Marketing**, J. Mack Robinson College of Business, Georgia State University
 - **BS Chemical Engineering**, New Jersey Institute of Technology
- Adjunct Professor of Marketing, Fashion Institute of Technology, FIT, New York, NY

I. EXECUTIVE PROFILE

A senior multi-channel marketing executive, with proven success driving profitable growth in traditional direct and ecommerce environments. A practical visionary who combines best practices, innovation, change management, and cross-functional operations expertise to develop and steer business strategy across the organization. Described as a people magnet due to the extreme level of loyalty he engenders in colleagues and employees. Demonstrates balance in decision making, exuding the right amount of risk assessment and confidence needed in managing under pressure situations.

II. CORE COMPETENCIES

- Globalization Strategy and Brand Management
- Strategic Planning and Business Development
- Direct and Database Marketing
- Ecommerce and Online Marketing Strategy
- Email, Affiliate, Search Engine Marketing and SEO
- Leveraging Social Media for Brand Building
- 3rd Party Relationship Building and Credit Marketing
- Merchandising and Product Development
- Cross Functional Team Building and Development
- Organizational Redesign and Change Management
- Deal origination, Vendor Negotiation and Management
- Performance Metrics and P&L Optimization
- Inventory, CRM and Supply Chain Management
- Market Research and Positioning Strategy

III. CAREER HISTORY

Senior Vice President, Strategic Planning, Strategik Insight LLC, Coatesville PA, 2011 – Current

Strategic business consultants - Leveraging data and analytics to drive strategy and marketing initiatives for small and medium sized companies with annual revenues under \$1 Billion

- Lead client assessment process to identify profit enhancing marketing opportunities and new sales efforts
- Business strategy planning, development and growth plan implementation
- Market planning expertise; determine optimal percent of marketing spend to sales
- Develop customer segmentation strategies, "...every customer isn't queen, divide and conquer..."
- Develop multi-channel marketing strategies – identify, capture, monetize opportunities and optimize portfolios
- E-Strategy and channel development, including cross channel synergy and web analytics

Principal, EE, Inc., New York, 2009 – 2010

Small and Medium Enterprise, SME, focused on providing retail financial and marketing services

- Trading in commercial paper - Franchisee, and Licensed Check Casher Department of Banking and Insurance, NJ
- Agent for Western Union money transfers; issuer of Pre-paid bankcards, Master Card, VISA and utility bill payments

Vice President, General Brand Manager, Jessica London/ Senior Vice President, General Brand Manager, La Redoute,

Redcats USA Inc. - Division of PPR (formerly Pinault Printemps Redoute); Multi-channel global fashion brand; 2000 – 2008. PPR is a \$30 Billion global conglomerate with headquarters in Paris, France. Redcats USA has 11 business divisions and #16 in ecommerce in the USA with over \$1 Billion in ecommerce sales and over 50% web penetration.

Key accomplishments:

- Delivered 20-50% annual business growth from 2001-2007 for La Redoute USA
- Acquired over 1,000,000 customers for La Redoute USA within 7 years
- Developed complete ecommerce website achieving over 50% in web sales in less than 5 years
- Increased cash-on-hand by more than \$20 million by reducing inventories by 50%

- Reduced Commercial Investment by 25% for La Redoute USA by optimizing catalog page count and paper weight
- Strengthened Web penetration by 25%, to 60% for Jessica London from October 2007 to March 2008
- Recruited, developed, and coached a management team of 30 with a 93% retention rate
- Optimized channel ROI with added value editorial content and PR initiatives
- PR innovator: Initiated and managed over 1200 PR placements in fashion magazines
- Transversely managed 300 fulfillment, IT and CRM associates within the US, Europe and Asia
- Pioneer in m-commerce in a catalog-web environment. Featured speaker in Direct Marketing Conference
- E-commerce trailblazer: Introduced colorization within the Redcats organization, personalization, HP A/B Split test-rollout strategy
- Developed daily and weekly tracking tools to monitor business activities including, page views, click-through rates, and overall customer conversion
- Utilized qualitative and quantitative market research to build brand awareness, obtain customer feedback, and implement changes which led to reduced negative customer feedback by 70% in one year
- Improved web customer satisfaction by 150% through content driven editorials, customer reviews and blogs
- Introduced La Redoute USA/FIT Annual Cash and Trophy Prize for student with the Best Fashion Design of the Year

Other Brand Manager Responsibilities:

- General brand management, ensured message discipline across channels
- Managed all aspects of a multi-channel direct marketing business (catalog, website and email)
- Directed all areas of business including Merchandising, Creative, Marketing, Inventory, Finance and CRM
- Lead merchandising strategy and team of designers, planners and buyers to successfully develop and source products locally and internationally (Asia and Europe)
- Developed and defended annual budget and a rolling 3 year strategic plan to CEO and Board of Directors
- Worked closely with Global Group Board of Directors for long term business expansion into the US marketplace

Director of Marketing, Metrostyle, Division of Redcats USA (formerly Lerner New York) 1998 – 2000

Directed all marketing and circulation efforts for catalog, with yearly sales of more than 120 Million USD.

Key accomplishment: +20 Million USD in 12 months due to targeted marketing efforts

- Prepared yearly budgets and long range operational plans
- Developed and managed all customer acquisition and retention programs for 35 marketing efforts
- Created, designed and implemented marketing test activities to improve customer file, database performance and profitability

Vice President – Ancillary Products, Trans National Group Inc., 1997 – 1998.

\$200 Million direct response marketing and Investment Company

Key accomplishment: Implemented programs that generated over \$10 Million USD within 12 months

- Developed, negotiated and implemented endorsed third party programs for affinity club members. This involved working with banks, affinity credit card companies, insurance companies and other third party administrators to develop and implement co-branded products and services

Readers Digest Association, Inc., - 1990 - 1997

Steady progress from Assistant Product Manager to Senior Product Manager for global publishing icon

- Managed all P&L aspects of the business, including revenue, commercial investments and profit
- Managed a team of 15, including merchandisers, creative, marketing, finance and operations
- Designed marketing plans focused on growth, retention and new customer acquisition
- Directed and developed market research studies to determine market potential
- Developed budget and long range operational plan for \$120 million series acquisition effort
- Managed a regression based name acquisition methodology, utilizing House Names, Rental Lists and Compiled files

Earlier experience as a **Marketing Analyst and Circulation Manager** with Hanover Direct, Inc. 1988 - 1990