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Digital Producer

15+ years of experience in digital production, project management, and customer service. Strategic partner to problem-solve to meet client needs and support marketing and merchandising efforts via both content production and product production for ecommerce. Well-versed in digital production trends and tools, adaptable to learn on the fly and suggest enhancements and alternate solutions in a fast-paced and agile environment.

Produced Sephora app exclusive events which increased by 20% in one year; created a skincare glossary to educate clients on skincare concerns and ingredients; collaborated with Education and Product Management departments to develop Skincare IQ diagnostic tool; managed launches of 10-20 new brands per year and 50-100 skus per week.

WORK EXPERIENCE

Sephora • April 2004 – March 2023

Associate Digital Producer • San Francisco

- Built and maintained Responsive Web Design experience for Sephora site to increase conversion and engagement (12 navigational headers, 100+ links including images, link groups, site footer, Community and Stores & Services links). Managed monthly updates to site links and content to support site and store initiatives including Sephora's 15% Pledge to have a brand assortment of at least 15% Black-Owned brands.
- Digital Production for new product, brand and category launches; typically 10-20 new brands per year and 50-100 skus per week, partnering with merchandising team for QA and alignment on scheduling to support digital marketing and store marketing priorities and initiatives. Project Management and launch for brands important to company strategy, many of which became number one brands on site, examples include: Nutrafol, Oribe, Barbara Sturm, Lord Jones, JLo Beauty, Fenty Skincare and Tom Ford Beauty. Optimization (including copy and site refinements) for many key bestselling brands like Drunk Elephant, Laneige, Fresh, Olaplex, The Ordinary, Glow Recipe and Tatcha.
- Subject matter expert for Hair and Skincare products sold on Sephora.com, creating new categories and refinement dimensions to deliver on merchandising strategies including supporting trendy categories like Wellness, Intimate Care and CBD. Helped develop site quizzes for skincare, hair, and makeup to showcase the best products for the client based on product attributes.
- Change management to train merchandising partners and production team on updates to tools/ functionality and optimized processes, continuously improving and iterating, to promote adherence and build on successes with rollout of new methods and systems. Acted as liaison/ contact for Sephora Inside JCPenney partners to spearhead efficient operations including making new brands/ products available on SiJCP once approved by leadership/ merchandising, supporting double-digit comps for the past several years.
- Used multiple tools in digital production ecosystem such as Oracle ATG Content Management System (CMS), Adobe AEM Digital Asset Management System, Smartsheet, Workfront, and Crosscap for project management and marketing calendaring. Used PXM/ Syndigo product information management tool for enriching, maintaining, and launching products. Day to day site management and seasonal event orchestration helped drive over 57 million visits to the site in April 2022 (one of the peak months for site traffic).

- Customizable Sets and App Exclusive event producer/ SME including brief intake and marketing alignment, promo creation and testing, and troubleshooting as needed with Quality Assurance and IT partners to deliver the best-in-class custom sets and app exclusive events. *App exclusive events increased by 20% in frequency in 2022. App downloads per month were over 500,000 during peak times (537,000 in April 2022).

Assistant Digital Producer • San Francisco

- Skincare product SME, launching 50-100+ skus per week with a focus on supporting skincare merchandising initiatives including ingredient or skincare concern focused campaigns
- Continued work on Skincare IQ launch to help raise skincare market share by 3%, attributing product to show in the correct path for a client's specific needs. Collaborated with Sephora Education department to write a Skincare Glossary to help educate clients on skincare concerns and ingredients. Partnered with IT, product management and education departments to deliver Skincare IQ experience on Sephora.com
- GWP and sample setup to highlight special launches, hot products and seasonal trends, typically 25-50 sample/GWP skus and updating sample options 1-2 times per week; project management for conversion-generating events like sale on sale and holiday categorization/ category and product page banners/ site experience.

Senior Beauty Consultant • San Francisco

- Educated new Beauty Advisors on giving beauty advice via phone and email and solving customer service needs; supervisory duties such as diffusing escalations with a calm, solution-oriented approach
- Partnered with Education and Product Management departments to analyze and update Skincare product attribution to create Skincare IQ diagnostic tool with Scentsa, including testing/ piloting and iterating to perfect the experience for in-store clients. Analyzed and optimized over 1200 products from over 60 brands and created enhanced versions of quiz functionality and logic, aligning with store leadership and consultants to deliver a modern and engaging experience to drive sales.

EDUCATION

Creative Writing

San Francisco State University

SKILLS & INTERESTS

Communication, Attention to Detail, Collaboration, Coordination, Adaptability, Product Data Management, Marketing Calendar Software, Email Marketing Strategy, Digital Asset Management, Merchandise Management, Project Management Software, Content Management, Business Intelligence, Responsive Web Design, Product Launch, Task Management Software, Content Creation, Product Management, Project Management, Internet Marketing, Quality Control, Asset Management, Beauty Consulting, Merchandising, Smartsheet Software, Web Design, E-commerce, Workfront, User Interface Design, Content Management System, CMS, Oracle ATG, Digital Media, Photography, Painting