


Theresa George

San Francisco Bay Area

 satcitanandatg@gmail.com

 +1 415-374-7955

 [linkedin.com/in/theresa-george-breath-of-life-style](https://www.linkedin.com/in/theresa-george-breath-of-life-style)

Summary

Experienced digital production and project management professional with expertise in customer service and strategic problem-solving. Skilled in championing digital strategy and merchandising/marketing initiatives while promoting forward-thinking change management. Successful track record of producing Sephora app exclusive events with 20% growth in 2022. Created a skincare glossary and was an integral part of developing the Skincare IQ diagnostic tool. Managed best-in-class launches of 20 new brands per year and 50-100 skus per week, while coordinating with cross-functional teams including digital marketing for slotting and meeting legal and compliance requirements for key category assortments such as Clean at Sephora, Wellness, and CBD.

Experience



Associate Digital Producer

SEPHORA

Mar 2015 - Mar 2023 (8 years 1 month)

- Built and maintained Responsive Web Design for Sephora site, increasing conversion & engagement
- Prioritized monthly site updates to support initiatives like Sephora's 15% Pledge for Black-owned brands
- Optimized new product, brand, and category launches for coming soon email signups to drive online and store sales; launched ~20 brands per year and 50-100 SKUs/week
- Developed new categories and refinement dimensions for hair and skincare products, partnering on merchandising strategies for trendy categories like Wellness, Intimate Care, and CBD
- Spearheaded efficient operations for Sephora Inside JCPenney, ensuring double-digit comps for several years
- Managed digital media across multiple tools: Oracle ATG CMS, Adobe AEM DAM, Smartsheet, Workfront, and Crosscap
- Utilized PXM product information management tool for enriching, launching products and mass updates to sku/ ppage attributes, media and copy
- Orchestration of site optimization and seasonal events helped drive over 57 million site visits in April 2022 (peak month for site traffic)



Assistant Digital Producer

SEPHORA

Sep 2012 - Mar 2015 (2 years 7 months)

- Launched 50-100+ skincare SKUs/week with focus on merchandising initiatives

- Trained colleagues on Skincare IQ algorithm and led change management for new skincare copy formatting and SEO improvements
- Worked on Skincare IQ launch to raise skincare market share by 3%, collaborated on Skincare Glossary with Education department
- Partnered with IT, product management, and education departments to deliver Skincare IQ experience on Sephora.com
- Managed GWP and sample setup for special launches and seasonal trends, refreshed sample sort options 1-2 times/week
- Project management for conversion-generating events like sale on sale and holiday categorization, including Memorial Day Sale which generated \$717K (+83% to plan)



Senior Beauty Consultant

SEPHORA

Apr 2004 - Sep 2012 (8 years 6 months)

- Supervised development of new beauty consultants and diffused escalations with solution-oriented approach
- Created and executed product consultation training for seasonal "training classes" of up to 50 new consultants/month to ramp up for holiday volume
- Reinforced company client service goals and service level agreements through at least 100 daily contacts (calls and emails) to sustain consistent sales and client engagement growth
- Assisted in Sephora Education training of LA-area store beauty consultants on identifying complexion/color correcting concerns and recommending products
- Partnered with Education and Product Management departments to analyze and update Skincare product attribution, creating Skincare IQ diagnostic tool with Scentsa to drive sales. Analyzed and optimized over 1200 products from 60+ brands, creating enhanced quiz functionality and logic to deliver modern and engaging experience for in-store clients. Successfully developed and incorporated store skincare specialist feedback before full rollout in Fall 2012.

Education



San Francisco State University

Skills

business intelligence • change management • cms • com • Communication • Cross-team Collaboration • Digital Media • Business Process Improvement • Content Management • Digital Media