

Theresa George

San Francisco, CA • [linkedin.com/in/theresa-george-breath-of-life-style](https://www.linkedin.com/in/theresa-george-breath-of-life-style)
theresa.george@breathoflifestyle.net • +1 415-374-7955

Digital Producer

- Experienced in creating impactful Custom Set experiences and promos to drive conversion and enhance core product value.
- Hosted frequent high-profile app exclusive events, resulting in increased app downloads and engagement.
- Played a crucial role as the site production liaison for Sephora Inside JCPenney, optimizing processes and consistently achieving double-digit comps.
- Demonstrated expertise in SEO optimization, online marketing, and cross-functional project management to boost conversion and engagement.
- Successfully launched Sephora's responsive navigation, optimizing processes for future updates, and actively supported the 15% Pledge for Black-owned brands by featuring monthly updates to the list of Black-Owned Brands.

SKILLS

Adobe AEM, Adobe DAM, Brand Strategy, Change Management, Content Management, Content Management System, Content Strategy, Cross Functional Skills, Cross-Functional Collaboration, Customer Experience, Customer Service, Data Analysis, Data Entry, Data Management, Digital Asset Management, Digital Marketing, Digital Media, Digital Strategy, Editorial, Front-End Development, JIRA, Leadership, Merchandise Management, Merchandising, Onsite Search, Personalization, Prioritization, Product Development, Product Launch, Product Management, Production Process, Project Management, QA, Regulatory Compliance, Responsive Web Design, Sales Growth, Search Engine Optimization, Teamwork, Testing, Training Programs, UAT, User Experience, User Interface Design, Web Content, Web Performance Optimization, Web Projects, Web Publishing, Web Strategy, Workfront

WORK EXPERIENCE

Sephora • San Francisco, CA • Full-time • April 2004 - March 2023

Associate Digital Producer 3/2015-3/2023 • March 2015 - March 2023

- Built and maintained a responsive website design for Sephora to increase conversion and engagement, prioritizing monthly updates to support initiatives such as the 15% Pledge for Black-owned brands.
- Optimized new product, brand, and category launches to increase online and store sales, launching up to 20 brands per year and 50-100 SKUs per 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, while collaborating with internal merchant groups to analyze product line performance.
- Aligned with site marketers on Crosscap marketing calendar evergreen slotting and seasonal placements to optimize the website and new launches to enhance paid media ROI, influencer and coming soon review seeding, and conversion.
- Utilized a variety of digital media tools including Oracle ATG CMS, Adobe AEM DAM, Smartsheet, Workfront, and Crosscap for content management, project management, and site content updates.
- Improved new product launch process using Syndigo/PxM product information management tool for enriching and launching products and mass updates to SKU/page attributes, media, and copy.

- Supported front-end web development through UAT, collaboration and troubleshooting/ bug fix tracking for new systems (Syndigo Product Information Management tool, various versions of Oracle ATG/ BCC) and site features and functionality. Identified and helped resolve critical issues for important roadmap projects.

Assistant Digital Producer 09/2012-03/2015 • September 2012 - March 2015

- Launched 50-100+ skincare SKUs/week with a focus on merchandising initiatives to drive sales growth.
- Trained colleagues on Skincare IQ algorithm and led change management for new skincare copy formatting and SEO improvements to improve search rankings and increase sales.
- Enhanced product attribution data for Skincare IQ launch to raise skincare market share by 3%, collaborated on Skincare Glossary with Education department to provide customers with education on skincare products.
- Partnered with IT, product management, and education departments to deliver Skincare IQ experience on Sephora.com to increase online sales and improve customer experience.
- Planned and optimized GWP and sample setup to drive sales and conversion for special launches and seasonal trends, refreshed sample sort options 1-2 times/week to increase sales and customer satisfaction.
- Project managed conversion-generating events like sale on sale and holiday categorization, revamping site merchandising placements to align with seasonal marketing, supporting omni-channel business results through enhanced experiences on all platforms.
- Used Oracle Endeca to boost/ bury and created search redirects to strengthen sales/ drive traffic to key products, brands, and categories.

Senior Beauty Consultant 04/2004-09/2012 • April 2004 - September 2012

- Developed and executed training programs for up to 50 new beauty consultants each month, ensuring they were fully equipped to provide exceptional product consultation and customer service during the holiday season.
- Supervised the development of new beauty consultants, providing coaching and support to ensure they met company performance goals and standards.
- Maintained at least 100 daily contacts with clients through calls and emails, reinforcing the company's commitment to client service goals and service level agreements.
- Assisted in training Los Angeles-area store beauty consultants on identifying complexion and color correcting concerns, recommending products, and providing exceptional customer service.
- Partnered with Education and Product Management departments to analyze/formulate initial logic and update skincare product attribution, resulting in the creation of the Skincare IQ diagnostic tool with Scentsa to drive sales.
- Analyzed data and optimized over 1200 products from 60 brands, creating enhanced quiz functionality, iterating logic to deliver a modern, accurate and engaging experience for in-store clients.
- Successfully incorporated store skincare specialist feedback before the full rollout of Skincare IQ in Fall 2012.

EDUCATION

in Creative Writing

San Francisco State University