



Cheryl Davis

CPG and Nonprofit Marketing Leader

Expertise in digital marketing and e-commerce strategies and tactics to accelerate growth and connect consumers with emerging and established brands and products they'll devour.

About

- **Digital marketing strategy and campaign execution** with clear objectives, disciplined planning, KPIs and measurable results.
- **Compelling product storytelling and content best practices** expertise.
- **Framework for driving retailer and brand success through e-commerce merchandising and site/search optimization** to improve digital shopping experiences that increase conversions.
- **Passionate about connecting people, consumers and business partners with brands that enhance our lives**, measuring success and improving performance.
- **Driven by energetic, hard work in a collaborative** environment.

Core Competencies

- Marketing Strategy and Execution
- Digital Marketing, Advertising and Media
- Strategic Customer Program Development and Management
- Content Development, Management and Syndication
- E-commerce Shopper Experience and Optimization
- Key Account Leadership and Business Development
- Campaign Measurement and Optimization

Accomplishment Highlights

- Contribute to growth of \$9 million nonprofit **The Ark**
- 3:1 ROAS from social advertising for **Kate's Real Food**, improved performance on **Amazon** and launched high-impact content on **Walmart.com, WholeFoodsMarket.com and REI.com**.
- Achieved 80% growth YOY of **ACCO** products (**Five Star, AT-A-GLANCE, Swingline**) on Walmart.com.
- Launched **AOL Midwest** Account Management, led high-performing team and managed \$224 million in revenue.
- MBA, Marketing, George Washington University
- BA, American Studies, Tulane University

Leadership Roles

- Director of Marketing and Communications, The Ark – 4 years
- Principal, Marketing for Digital Growth LLC – 4 years, e-commerce best practices, marketing and digital strategy.
- ACCO Brands – 8 years in content marketing, integrated channel communications and retailer e-commerce programs.
- Ad Tech Agencies – 4 years total at Conversant, dynamic creative optimization/remarketing agency and Pointroll, leader in rich media.
- AOL Media Networks – 10 years, 8 as Director, Account Management for CPG, Retail, Financial Services and Travel.



Cheryl Davis – Marketing, E-commerce, and Communications Leadership in CPG, Retail, and Nonprofit

Select Clients



In-house



Retail and E-tail Partners



Solution Provider Partners

