

Delfina Glenn

Professional Summary

Senior marketing and business development executive equipped with vision and a progressive aptitude for cultivating lasting relationships. Possessing an extensive track record of leadership and proven results in brand and product management, strategy, market research, communications, public relations, and event management.

Core Competencies

- Brand Management
- Strategic Planning
- Budget Development
- Public Relations
- Social Media
- Digital Marketing
- Product Development
- Qualitative & Quantitative Research
- Project Management
- Go-to-Market Strategies
- Influencer Marketing
- Event Planning

Achievements

- Spearheaded two successful product launches and brand repositioning, which tripled sales and grew market share.
- Restructured the pricing and brand positioning to be more focused on consumer centric new product development, resulting in added revenue of \$10M.
- Partnered with a digital agency to drive brand awareness and trial in store, which exceeded expectations and led to a 25% increase in store count.
- Successfully sourced and launched a natural line of products that made up approximately 30% of the total scan in chain drug.
- Increased enrollment applications by 10% in the West Tx district for the 2021-2022 school year.
- Doubled media mentions and press coverage for the West Tx district.
- Earned TSPRA Awards for Best of Category Invitation, Silver Award for Published News Release or Feature and an NSPRA 2023 Merit Award for Publications and Digital Media

Professional Experience

ASSOCIATE PROFESSOR OF PRACTICE | UNIVERSITY OF TEXAS AT EL PASO | SEPTEMBER 2023 - PRESENT

- Teaching three Undergraduate courses: MKT3300 Principles of Marketing, MKT 3320 Advertising and Sales Promotions, and MKT 4391 Service Marketing.
- Serving as the Department Library Liaison and the University SECC Coordinator for Fall 2023.

DISTRICT DIRECTOR OF MARKETING AND COMMUNICATIONS | HARMONY PUBLIC SCHOOLS | JANUARY 2020- AUGUST 2023

- Oversaw the implementation of a cohesive strategy across all facets of the district's inward-facing and outward-facing communications channels, including media relations, branding, and digital media.
- Developed and executed marketing plans to increase brand awareness and enrollment.
- Partnered with local agencies to plan and execute regional campaigns to include television, OTT, radio, digital, social media and outdoor.
- Prepared all internal and external communications for the district, to include press releases, newsletters, brochures, and public statements.
- Managed and promoted district level events, such as groundbreaking, ribbon cutting of new campuses and signing ceremony partnership with UTEP.
- Developed, managed, and implemented social media strategy across all platforms.

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GLOBAL DIRECTOR OF MARKETING & NEW PRODUCT DEVELOPMENT | SI & D | JANUARY 2018-NOVEMBER 2019

- Lead the ideation, development, and implementation of innovative projects and an omnichannel marketing strategy for multiple brands.
- Spearheaded a packaging update across all brands to elevate the brand positioning and key messaging, to deliver on top consumer attributes.
- Developed and managed the global marketing budget and plan to ensure all initiatives were in line with key business objectives.
- Initiated a product management process to increase speed to market and ensure all products were developed on quality, cost, and on time.
- Partnered with a PR agency to launch the company's brand ambassador initiative and drive brand awareness.
- Conducted market research to identify branding and product portfolio gaps.
- Prepared and executed sales presentations for major account meetings, to include Target and Ulta.

DIRECTOR OF MARKETING -BED HEAD/PRO BEAUTY TOOLS | HELEN OF TROY | NOVEMBER 2011-DECEMBER 2018

- Developed and implemented brand strategies and marketing plans to meet business growth and profit objectives for both hair care appliances and the brush, combs, and accessories retail division.
- Worked cross functionally with Design, Engineering, Legal, Creative, Sales, Category Management, Finance and Manufacturing (overseas) teams to successfully introduce new products to market.
- Partnered with advertising agencies to plan and execute national campaigns to include television, print, digital, and social media.
- Prepared and executed sales presentations for major account meetings.
- Agile project manager and trainer for all marketing departments including our international offices: EMEA, LATAM, and APO.
- Licensing liaison for all compliance approvals with TIGI/Unilever and Procter and Gamble.

BRAND MANAGER | HELEN OF TROY | AUGUST 2007-NOVEMBER 2011

- Managed the product development lifecycle and marketing execution for multiple brands and product lines to include Revlon, Vidal Sassoon, and Bed head hair styling appliances; Vidal Sassoon and Brut men's grooming and Dr. Scholl's and Revlon Spa wellness products.
- Prepared press releases and kits for major product launches and organized PR events to include celebrity endorsements.
- Managed the preparation and execution of photo shoots and how-to videos.
- Worked closely with our IT department in creating and monitoring our e-commerce website and social media sites.
- Prepared all product set-ups in Oracle and Agile.

Education

- MBA | 2007 | University of Texas at El Paso
- BBA, Marketing | 2002 | University of Texas at El Paso