

ANDREW HACKER

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Marketing professional with over 10 years of experience in brand strategy with proven track record of tangible business results for market-leading companies. Passionate about creative marketing, aligning business objectives, & maximizing ROI. Core competence in Brand Amplification, PR, Social Media Management, and Sales.

PERFORMANCE HIGHLIGHTS

- Executed Marketing & PR Strategy for Lanvin Paris in the US through DTC and Wholesale media planning, event execution, VIP & celebrity placements, and social media management. Led to 20%+ ROI through Marketing activations, oversaw \$20MM+ US business.
 - Oversaw \$6MM+ in contract execution & renewals at BAZAARVOICE for Beauty, CPG & Lifestyle enterprise clients including L'ORÉAL, REVLON, CONAIR, FERRERO BRANDS, MICHAEL KORS, & RALPH LAUREN.
 - Led new strategies for Digital, Store, & Media at BIGELOW TRADING, EILEEN FISHER & BRIONI.
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PROFESSIONAL EXPERIENCE

LANVIN INC US Marketing & PR Manager New York, NY March 2024 – March 2025

Built and executed holistic Marketing & PR strategy for Lanvin Paris couture womenswear, menswear, and accessories in the US.

- **Marketing Strategy** Developed timelines for store openings and existing stores, tracking all marketing activity including PR, CRM outreach, advertising, online, special events and corporate partnerships.
- **Media Planning** Wrote Press Releases and all major communications of brand and product, maintaining media plans with relevant publications and trafficking internal advertising materials with publishers.
- **PR Strategy** Planned and executed Press and VIP Strategy for Lanvin US Market in conjunction with Paris HQ team, including seasonal runway shows in Paris, and local activations.
- **Social Media Strategy** Executed paid and organic social strategy for the US, including gift seeding with influencers.
- **Corporate Partnerships** Collaborated with successful partnerships with publishing houses, luxury automotive and hotel groups to increase sales and customer acquisition.
- **Wholesale Management** Worked with wholesale partners to increase investment in digital campaigns to increase brand visibility and drive sales: Neiman Marcus, Saks Fifth Avenue, Bergdorf Goodman, SSENSE, and Mitchells Group.
- **Campaign Management** Managed HQ marketing calendar for retail & wholesale including all departmental budgets.

BAZAARVOICE Account Manager New York, NY June 2021 – September 2023

Defined and executed Marketing & SAAS strategies for 20+ enterprise clients: industry leaders in Beauty, CPG & Lifestyle verticals including L'Oréal, Revlon, & Ferrero Brands encompassing over \$6 million in revenue.

- **Project Management** Developed holistic marketing & social media campaigns garnering billions in consumer impressions, driving authentic UGC, and ultimately increasing brand sales, engagement, awareness, & ROI for all clients.

- **Leadership & Sales** Managed Sales and Client Success to increase renewals and galvanize market leadership: major wins include 22% year-over-year increase in Revlon's 2023 buy and 53% year-over-year increase YSL Beauty's buy.
- **Internal Partnership** Managed and properly set expectations with both internal and client stakeholders to ensure smooth product launches, meet deadlines, stay within budget, & maximize returns on marketing investments.
- **Data Analysis** Delivered final reports to all clients to recognize ROI and value stories behind all projects, focusing on consumer behavior & metrics to enable data-driven decision-making and refinement of marketing strategies for better results.
- **Marketing Strategy Development** Facilitated client workshops, walking through service offerings with clients to hone in on marketing goals.

BIGELOW TRADING LTD Account Executive New York, NY June 2019 – February 2020

Drove US Market expansion for 5 heritage beauty brands in conjunction with distributors and senior management.

- **Corporate Sales** Increased existing account business by 14% year-over-year, totaling over \$350K in revenue.
- **Marketing Strategy Development** Represented Bigelow brands at NY Now Trade Show & In-showroom, executing booth setup and merchandise presentations; responsible for new & existing accounts, exceeding 7-figure sales goal.
- **Data Analytics** Analysis of search trends, product performance KPIs, and optimization opportunities for all 5 brands.
- **Merchandising** Partnered with buyers to strengthen assortments, increasing sell-throughs and effectively merchandising product categories: Fragrance, Men's Grooming, Personal Care & Skincare.
- **Events & Programming** Executed all sales events at Flagships for Neiman Marcus, Saks Fifth Avenue and Nordstrom.

EILEEN FISHER Public Relations Specialist New York, NY September 2017 – April 2019

Developed and implemented the Public Relations strategy for the US, Canadian and the United Kingdom markets.

BRIONI, KERING GROUP Senior Marketing Coordinator New York, NY November 2016 - September 2017

Marketing & communications coordinator for the Americas. Directly supported Head of Marketing and Americas CEO.

EDUCATION

EUGENE LANG THE NEW SCHOOL for liberal arts New York, NY Media Studies, B.A. 2014

PARSONS THE NEW SCHOOL for design Design Management Minor, **Dean's List**

Technical Skills Adobe Suite, Asana, Jira, Microsoft Office Suite, Salesforce, NetSuite, Cision, MuckRack, Launchmetrics, Lefty - Social Media Ops

Personal Interests Photography, Film, Music, Fitness