

KIMBERLY PAMOTILLO

Brand Marketing & Creative Manager

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Results-driven Brand Marketing & Creative Director with 10+ years scaling premium brand portfolios across beauty, healthcare, and luxury markets. Proven track record delivering 149% revenue growth, managing million-dollar marketing budgets, and leading 9+ successful brand launches. Expert in enterprise design systems, cross-functional leadership, and international market expansion across 45 countries. Specialized in transforming creative operations to drive measurable business impact.

CORE AREAS OF EXPERTISE

- Creative Direction & Vision
- Brand Portfolio Management
- Visual Identity & Design Systems
- Brand Experience Design
- Brand Performance Analytics
- Integrated Campaign Development
- Content Strategy & Creation
- Campaign ROI Optimization
- Creative Team Leadership
- Cross-Functional Collaboration
- Creative Operations & Workflow
- Strategic Partnership Development

RELEVANT PROFESSIONAL EXPERIENCE

SHISEIDO AMERICAS | New York, NY

Senior UI/UX Multimedia Designer | January 2024 - Present

- **Lead creative direction for 9 premium brand portfolios** including Shiseido, Clé de Peau Beauté, NARS, Drunk Elephant, Dr. Dennis Gross, and luxury fragrance partnerships (Hermès, Tory Burch, Narciso Rodriguez, Issey Miyake), ensuring consistent brand excellence and sales communication positioning.
- **Architected enterprise-level brand design system** spanning 9 brand websites, reducing cross-brand inconsistencies by 95%, accelerating creative production timelines by 40%, and establishing scalable creative standards across all digital touchpoints.
- **Designed comprehensive brand experience strategy through UI/UX optimization** and creative asset management, improving user engagement by 45% and reducing bounce rates by 32% while supporting omnichannel brand initiatives.
- **Collaborated with C-suite executives and brand leadership** to align creative vision with business objectives, ensuring optimal resource allocation and consistent brand messaging across multi-million dollar portfolio investments.
- **Established a centralized creative operations platform** for Sales and Communications teams, improving creative workflow efficiency by 40% and enabling seamless brand asset distribution across global markets.

ELEMED™ | Remote

Marketing & Multimedia Manager | October 2022 - December 2023

- **Developed comprehensive brand strategy and creative direction** for flagship medical technology product launch, collaborating with Senior Vice President and executive leadership to establish brand positioning in the competitive healthcare market.
- **Led brand research and competitive analysis** to define target audience personas and brand differentiation strategy, informing creative direction for website design and mobile app experience aligned with healthcare industry standards.
- **Designed complete brand experience architecture** including user journey mapping, visual identity systems, and interaction design, creating cohesive brand touchpoints validated through extensive user testing and market analysis.
- **Implemented brand design methodology with cross-functional teams** to establish brand guidelines, creative frameworks, and scalable design systems supporting consistent brand expression across all platforms.
- **Orchestrated brand performance optimization** through multi-phase testing, brand awareness campaigns, and creative analytics, continuously improving brand perception and conversion metrics across digital touchpoints.

ENERGY FOCUS INC. | Remote

Digital Marketing Manager | January 2022 - October 2022

- **Partnered with C-suite leadership** to develop integrated brand and marketing strategies, directing creative agencies and executing brand campaigns that achieved 149% revenue growth and 107% company stock value increase.
- **Led complete brand redesign and creative strategy** including website transformation and PR campaign development, driving 133% website traffic increase and securing premium brand placements on major media platforms (Dr. Phil, The Talk).
- **Developed comprehensive go-to-market creative strategies** while managing creative budgets and brand performance tracking, establishing strong market positioning in the competitive LED lighting industry.
- **Built and mentored a creative marketing team of 3 professionals** while establishing strategic brand partnerships that enhanced market presence and drove qualified lead generation across key demographics.
- **Pioneered data-driven creative optimization** across all brand touchpoints, contributing to significant market expansion and improved brand recognition through performance-focused creative initiatives.

Digital Marketing Specialist | April 2021 - December 2021

- **Conducted comprehensive market research** using advanced analytics platforms (SEMrush, Google Analytics, HubSpot) to identify target market opportunities and inform product development strategies.

- **Developed and executed targeted digital marketing campaigns** resulting in substantial increases in annual sales revenue and customer acquisition through data-driven optimization.
- **Managed comprehensive marketing operations** including online and offline initiatives, ensuring seamless execution of company marketing objectives and brand consistency across all channels.

BEAUTY SOLUTIONS, LTD. | New York, NY

eCommerce & Digital Marketing Manager | January 2019 - January 2021

- **Transformed brand portfolio performance from 2% to 10%** of total business profit through strategic brand positioning, creative campaign development, and comprehensive website redesign achieving 63% traffic growth and 66% average order value increase.
- **Scaled creative operations and team from 1 to 4 members** while partnering with creative agencies, implementing agile creative processes that delivered 43% year-over-year brand revenue growth.
- **Orchestrated international brand expansion across 45 countries** with localized creative campaigns and strategic brand partnerships (Harmon, Marmaxx, Kohls, Sally Beauty, Bealls), driving multi-channel brand growth.
- **Established premium brand partnerships** including Good Morning America Deals and Steals, international media collaborations, and USA Olympic Synchro Swim Team co-branding initiative, significantly expanding brand reach and credibility.
- **Directed integrated social media brand strategy** resulting in 117% increase in organic brand followers and enhanced brand engagement through consistent creative excellence and community building.
- **Implemented marketing analytics and reporting framework** using Google Analytics, social media insights, and email marketing metrics to track campaign performance and provide actionable optimization recommendations.

Digital Marketing & Social Media Coordinator | June 2017 - December 2018

- **Launched multi-brand marketplace presence on Amazon and Walmart**, establishing cohesive brand representation and creative standards that expanded brand reach and established new revenue streams.
- **Developed integrated creative campaigns across 5 beauty brands** focusing on social media content creation and influencer brand partnerships, driving brand awareness through strategic creative storytelling.
- **Built comprehensive brand content systems** including email creative automation, social media brand guidelines, and content calendars ensuring consistent brand voice across all platforms.
- **Managed influencer brand partnership program** including creative brief development, brand alignment assessment, and performance tracking, establishing authentic brand relationships that enhanced credibility and expanded reach.

OTHER PROFESSIONAL EXPERIENCE

Lady Couture of NY Inc., Ecommerce Manager | January 2016 - May 2017

Lady Couture of NY Inc., Office Manager & Web Developer | March 2015 - December 2015

Freelance, Graphic Web Designer & Developer | November 2013 - April 2015

Bizstarter, Digital Marketing Specialist | May 2012 - November 2013

Avon, Sales and Marketing Assistant | October 2010 - May 2012

EDUCATION

University of St. La Salle Bachelor of Science, Information Technology | 2008 - 2012

CORE TECHNICAL PROFICIENCIES

Creative & Design Platforms: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Sketch, Canva Pro, Brand Asset Management Systems, Design System Development

Brand Development & Strategy Tools: Brand Guidelines Creation, Style Guide Development, Design System Architecture, Visual Identity Design, Typography Systems, Brand Voice Development

Digital Marketing & Analytics: Google Analytics, Google Ads, Facebook Business Manager, HubSpot, SEMrush, Mailchimp, Hootsuite, Marketing Attribution, Performance Dashboards, A/B Testing

Creative Campaign Management: Creative Brief Development, Campaign Asset Creation, Creative Performance Analytics, A/B Creative Testing, Creative Workflow Optimization, Content Calendar Management

eCommerce & Web Platforms: Shopify, WordPress, Magento, Amazon Seller Central, Social Media Management Tools, Content Management Systems, Email Marketing Platforms, Landing Page Optimization.

Project Management & Collaboration: Creative Project Management, Team Leadership, Budget Management, Stakeholder Presentations, Cross-functional Collaboration, Agile Methodologies.