

KIMBERLY PAMOTILLO

Brooklyn, NY | 347-776-0967 | kvpann@gmail.com | kimberlyann.nyc | linkedin.com/in/kvpann

CAREER SUMMARY

Senior Growth Marketing Leader with 10+ years scaling B2C and B2B brands across beauty, healthcare, and technology. Expert in full-funnel performance marketing, lifecycle strategy, and eCommerce optimization. Proven track record managing \$2M+ budgets, optimizing CAC, ROAS, and CPL, and leading direct buys and partner relationships to drive measurable revenue growth. Combines data-driven strategy with creative and UX leadership to build scalable growth engines.

CORE AREAS OF EXPERTISE

eCommerce Strategy • Growth Marketing • Digital Marketing • Performance Marketing • Paid Media Strategy • Customer Acquisition • Lifecycle Marketing • CRM & Retention • Email & SMS Marketing • Conversion Rate Optimization (CRO) • Website Optimization • Merchandising Strategy • Analytics & Performance Reporting • Budget Management • Agency & Partner Management • Cross-Functional Leadership

RELEVANT PROFESSIONAL EXPERIENCE

VOESH | Remote

Senior Growth Marketing Manager | October 2025 - Present

- **Architected a 360° full-funnel performance marketing strategy, leveraging data analysis to scale annual revenue from \$330K to \$1.8M**, creating integrated roadmap spanning paid media, lifecycle marketing, e-commerce optimization, and omnichannel initiatives.
- **Launched Voesh on Ulta.com and across 450+ Ulta Beauty stores nationwide** by developing channel-specific marketing strategies, retail activation plans, and integrated digital and in-store initiatives to drive brand awareness, customer acquisition, and sell-through at scale.
- **Executed full brand website relaunch by directing mobile-first redesign**, building a go-to-market rollout plan, and aligning cross-functional teams on creative direction and performance infrastructure to position the brand for 445% DTC revenue growth.
- **Established paid media foundation across Meta, Google, and TikTok** through media buying best practices, developing audience segmentation frameworks, creative testing protocols, and budget pacing strategies to optimize ROAS and reduce CAC.
- **Developed e-commerce campaigns for Shopify, Faire, Amazon** by creating promotional frameworks for seasonal campaigns, discount codes, bundles, and site merchandising to increase conversion rates.
- **Built email/SMS marketing infrastructure in Klaviyo** by designing automated flows, segmentation strategies, and campaign frameworks to drive customer retention and lifecycle revenue.
- **Streamlined agency partner operations by onboarding and aligning multiple agency partners** (e-commerce, Google, Meta, TikTok) on strategy, creative direction, testing roadmaps, reporting structures, and campaign management processes.
- **Created omnichannel launch framework** by working cross-functionally to develop processes for product launches, retail partner campaigns, and influencer whitelisting/UGC amplification efforts, applying B2C performance marketing principles.
- **Designed brand website UI/UX supporting company relaunch** by implementing mobile-first design strategy, improving user experience and positioning brand for 445% DTC revenue growth target.
- **Optimized landing page and PDP conversion by 25%** by designing and implementing A/B testing frameworks, collaborating with creative and web teams on performance-driven UI improvements.

SHISEIDO AMERICAS | New York, NY

Senior UI/UX Multimedia Designer | January 2024 - October 2025

- **Reduced cross-brand design inconsistencies by 95% and accelerated project delivery by 40%** by spearheading end-to-end design and launch of 9 brand websites while creating a unified enterprise-level design system framework.
- **Designed brand websites** and a centralized digital asset management platform for Sales and Communications teams, **increasing operational efficiency by 40% by streamlining workflows** and enabling scalable omnichannel execution across beauty portfolios.
- **Optimized UI/UX** across sales and marketing communication platforms, **increasing average session duration by 45% and decreasing bounce rate by 32%** by conducting comprehensive UX audits, usability testing, and data analysis-driven experience improvements.
- **Directed integrated sales and digital communications across a 9-brand luxury portfolio**, ensuring consistent high-impact brand storytelling for Shiseido, Clé de Peau Beauté, NARS, Drunk Elephant, Dr. Dennis Gross, Hermès, Tory Burch, Narciso Rodríguez, Issey Miyake.
- **Collaborated directly with C-suite executives and brand leadership** to align design strategy with business objectives, ensuring brand integrity and consistency across multi-million dollar digital investments.

ELEMED™ | Remote

Marketing & Multimedia Manager | October 2022 - December 2023

- **Drove successful go-to-market (GTM) launch for a flagship medical mobile application**, increasing market readiness and adoption by partnering with Senior Vice President and executive leadership to define growth strategy, positioning, and launch roadmap.
- **Identified high-value target segments and competitive differentiation** by conducting in-depth user research, market analysis, and competitive benchmarking to inform healthcare-compliant website and acquisition funnel design.
- **Architected the end-to-end mobile application user experience** by leading user journey mapping, interaction design, and usability validation aligned to growth, retention, and lifecycle marketing goals.
- **Scaled data-driven product and marketing decisions by implementing design thinking frameworks**, establishing user research operations, audience personas, and insights pipelines that supported scalable growth initiatives across product, marketing, and engineering teams.
- **Optimized conversion rates and customer engagement**, by designing and executing a multi-phase growth experimentation program including A/B testing, user interviews, funnel analysis, and performance analytics.

ENERGY FOCUS INC. | Remote

Digital Marketing Manager | January 2022 - October 2022

- **Increased online DTC sales revenue by 149% and company stock value by 107%** measured by YoY performance, by executing integrated digital growth marketing campaigns, partnering with C-suite executives, and managing external PR agency partnerships.
- **Drove 133% increase in visitor traffic and achieved 3.5% conversion rate** by transforming brand presence through a complete website redesign and analytics-driven PR strategy, securing national media features on Dr. Phil and The Talk.

- **Built and mentored a high-performing marketing team of 3 professionals** by focusing on B2C market trends, cultivating strategic partnerships for qualified lead generation, and enhancing audience engagement across key demographics.
- **Optimized performance across paid, owned, and earned marketing channels**, measured by sustained revenue growth and DTC market expansion, by launching data-driven optimization initiatives, campaign testing, and performance analysis.
- **Executed comprehensive end-to-end product launch and go-to-market strategies**, by managing marketing budget allocation, ROI tracking, and positioning products competitively within the **LED lighting industry**.

Digital Marketing Specialist | April 2021 - December 2021

- **Identified high-value market opportunities by conducting market and competitive research** using SEMrush, Google Analytics, and HubSpot to inform product development strategies for sustainable LED lighting solutions.
- **Increased annual sales revenue and customer acquisition** by launching targeted performance marketing campaigns and optimizing conversion funnels through data-driven experimentation and analytics.
- **Ensured seamless execution and consistent brand messaging across all channels** by streamlining marketing operations across online and offline initiatives, cross-channel workflows, and integrated go-to-market initiatives.

BEAUTY SOLUTIONS, LTD. | New York, NY

eCommerce & Digital Marketing Manager | January 2019 - January 2021

- **Increased eCommerce contribution from 2% to 10% of total business profit within 12 months** by leading a strategic digital transformation that delivered **63% traffic growth, 66% increase in average order value (AOV), and a 6.6% improvement in conversion rate**.
- **Achieved 43% year-over-year sales revenue increase by scaling eCommerce operations** team from 1 to 4 members, partnering with external digital agencies, and implementing agile workflows to accelerate execution.
- **Drove multi-channel revenue growth across 45 global markets** by orchestrating international marketing expansion with localized digital campaigns & strategic retail partnerships with major national and international distributors (Harmon, Marmaxx, Kohl's, Sally Beauty, Bealls).
- **Increased brand visibility and consumer trust** by securing premium media and co-branding partnerships including Good Morning America Deals and Steals, international home shopping networks, and USA Olympic Synchro Swim Team sponsorships.
- **Achieved 117% increase in organic followers and enhanced brand engagement** by amplifying social media performance through strategic content marketing and community management initiatives.
- **Delivered actionable optimization recommendations** by implementing a comprehensive marketing analytics framework leveraging Google Analytics, social media insights, and email performance metrics.

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

- **Launched Amazon and Walmart marketplace channels** from zero to active revenue by establishing optimized product listings, channel operations, and performance optimization to expand digital distribution and support multi-channel growth.
- **Increased brand awareness and customer acquisition across 5 beauty brands** by designing and executing integrated digital campaigns through strategic social media marketing and influencer partnerships.
- **Optimized email marketing performance**, open rates, and conversion metrics by building automated email workflows, segmentation strategies, and lifecycle-based campaigns.
- **Enhanced brand credibility and expanded influencer-driven reach** by managing an influencer partnership program including talent sourcing, contract negotiation, and performance tracking.
- **Optimized marketing channel performance and campaign ROI** by leveraging competitive analysis and market research to identify emerging digital trends and guide data-driven growth strategies.

ADDITIONAL 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 PROFICIENCIES

Paid Media & Advertising Platforms: Google Ads, Meta Ads (Facebook & Instagram Ads Manager), Microsoft Advertising (Bing Ads), Amazon Ads, TikTok Ads Manager, LinkedIn Ads, Programmatic Advertising and Display Advertising, and Media Buying.

Marketing Automation & CRM: HubSpot, Salesforce Marketing Cloud, Marketo, Klaviyo, Mailchimp, Marketing Automation, CRM Management, Lead Generation, Email Marketing and Drip & Lifecycle Campaigns, B2C Performance Marketing, B2B Demand Generation, and Campaign Management.

Analytics, Attribution & Optimization: Google Analytics (GA4), Google Search Console, Google Tag Manager, Google Data Studio (Looker Studio), SEMrush, Ahrefs, Marketing Attribution Models, Performance Dashboards, ROI & CAC Analysis, A/B Testing (Optimizely), Conversion Rate Optimization (CRO), Shopify & Web Analytics and HotJar, Data Analysis, and Performance Marketing.

eCommerce & Digital Platforms: Shopify, Webflow, Magento, WooCommerce, BigCommerce, Amazon Seller Central, Amazon Vendor Central, Walmart Marketplace, Faire Wholesale Marketplace, eCommerce Analytics, and Revenue Optimization.

Design, Web & UX: Adobe Creative Suite, Figma, Sketch, Canva, WordPress, HTML / CSS, JavaScript, UI / UX Design, and Landing Page Optimization.

Social Media & Content Management: Hootsuite, Sprout Social, Buffer, Later, Upfluence, Brandwatch, Influencer Marketing, Content Marketing, and Community Management.