

CHERYL DIXON

strategic communications and brand marketing executive

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Business savvy communications and brand marketing executive with global experience across luxury, beauty, retail, consumer products, pharmaceutical, healthcare, finance, home and lifestyle industries. Successful track record in driving brand awareness, go-to-market positioning and shaping company, brand and thought leadership narrative for established and challenger brands. Former Journalist with superior storytelling skills. Adjunct Professor and trusted executive counsel.

Integrated Marketing Communications • Brand Marketing • Public Relations • Media Relations • Internal and External Communications • Corporate Affairs • Thought Leadership • Corporate Reputation • Change Management and Communication • Corporate Social Responsibility • Issues and Crisis Management • Traditional and Digital Media • Experienced in B2B, B2C

PROFESSIONAL EXPERIENCE

Adjunct Professor, M.S. Strategic Communication, Columbia University **2006 – Present**

Adjunct Professor, M.S. Integrated Marketing, New York University

- Design curriculum and teach graduate-level classes in global branding, strategic communication and integrated marketing.

Coty, New York, NY **2017 – 2020**

Vice President of Communications and Public Relations, Consumer Beauty Brands

- Built and lead new NA communications team and established global processes and frameworks supporting four categories of Consumer Beauty business after the acquisition of key brands from Procter & Gamble.
- Create and execute global and NA strategic communications plans to support brand, corporate social impact and thought leadership initiatives across a diverse portfolio of brands in color cosmetics, hair color, nail and fragrance. Led brand repositioning message campaigns for multi-brand restage.
- Increased earned media value by more than 22% across all brands through paid and organic influencer programs and drove media impressions across all brands by more than 73% y/y through creative storytelling.
- Generate and prioritize media opportunities, prepare briefings, talking points, speeches, presentations and supporting materials; serve as communications counsel and change management expert to leadership team.
- Partner cross-functionally to ensure communications transparency and responsiveness to consumer and stakeholder audiences, optimize spend and scale efforts across paid, earned and owned media.
- Manage PR, social, creative and influencer agency relationships, set and monitor KPIs, lead measurement reporting.
- Lead the creation and execution of experiential events, including the award-winning Beauty STORY.

Grohe, New York, NY **2014 – 2017**

Head of Communications and Brand Marketing

- Responsible for developing a North American brand platform and positioning for a rapidly expanding European luxury kitchen and bath heritage brand. Winner, Amazon 2016 “Most Improved Vendor” award.
- Developed and executed plans across corporate and external communications, public relations, digital and social media, consumer and customer brand marketing.
- Established a media relations strategy and increased public relations SOV by 292% in six months.
- Managed consumer relations, issues management and corporate communications.
- Created multi-channel digital marketing plans, managed CRM, online brand presence and global social media content.
- Developed advertising and co-op programs and maximized relationships to drive value-added programs with high ROI.
- Led brand creative, copy, display, collateral, video, press and pitch materials and launch calendar.
- Managed trade shows, event planning, brand and media partnerships and showcases.

DeVries Global PR, New York, NY **2013 – 2014**

Senior Vice President, Strategy (Contract role)

Antiquorum Watch Auctioneers, New York, NY **2012 – 2013**

Senior Vice President, Global Marketing and Communications

- Created global marketing and communication plans for a heritage watch auction house under new ownership.
- Secured coverage in key business, trade and consumer media, increasing SOV and growing customer database.
- Managed and promoted auctions and special events, including Geneva Time Exhibition and IWC Tribeca Film Festival.
- Publisher and Editorial Director of VOX magazine; grew ad sales revenue by 23%.
- Oversaw redesign and optimization of global websites, social media channels, e-commerce and digital catalogues.

CHANEL**2006 – 2012****Executive Director / Head of Corporate and Brand Communications****Director, Corporate Communications (2006 – 2010)**

- Reporting to President, created the first internal and organizational communications, consumer relations and issues management function. Partnered with cross divisional teams to modernize and promote overarching CHANEL brand identity through all consumer touchpoints and channels.
- Designed and launched *Inside Chanel*, a global intranet site that increased community engagement by 92% and evolved into a consumer-facing platform.
- Responsible for executive communication and media relations, including press interview preparation, speeches, briefing materials, talking points and presentations.
- Planned and produced yearly National Sales and Training Meetings.
- Created comprehensive brand education initiatives for internal and external audiences, partnered with Fashion, Watch and Fine Jewelry Boutique Directors and Fragrance & Beauty regional leaders to develop and execute consumer-facing programs and press events in local markets.
- Charitable Giving Committee press officer; developed giving policies; managed outside media and philanthropic agencies. Managed corporate projects with Luxury Education Foundation.
- Led content strategy for re-launch of e-commerce site, which realized a 43% visitor increase within six months.
- Chaired global content and development task force for social media, digital and mobile strategies.
- Developed and produced CHANEL corporate events, pop-ups, experiential and in-store exhibitions.

Pepsi-Cola North America**2004 – 2006****Senior Manager, Corporate Communications and Public Affairs**

- Created and implemented integrated public relations and communication campaigns for 16 brands.
- Led corporate communications and public affairs efforts, responded to crises, industry and governmental issues and ensured consistency in internal and external messaging.
- Managed media relationships with business, consumer and trade press and media trained executives.
- Partnered with external public relations agencies and industry associations to identify opportunities to promote brands, create sponsorship opportunities and position company executives as thought leaders within the industry and media.
- Developed and produced global meetings with celebrity guests, town halls, product launch and branding events.

Ernst & Young LLP**1999 – 2004****Assistant Director, Global National Communications****Supervising Associate (1999 – 2001)**

- Directed strategic internal and external communications programs and events across the Americas People Team, Office of Diversity Strategy and Development and Recruiting and Campus Relations as well as Corporate Social Responsibility, Diversity and Inclusion, Human Resources and Recruiting functions.
- Supported Sarbanes-Oxley communication and firm reputation management during a time of tremendous industry change.
- Developed thought leadership messaging for partner- and executive-level communications.
- Led team for Forbes' "Best Places to Work" and "Best Places for Working Mothers" award-winning applications.

National Jeweler Magazine, Couture Jeweler Magazine**1995 – 1999****Senior Editor**

- Covered major market segments in jewelry fashion/retail trade magazines National Jeweler, Couture Jeweler and SuperSellers, specializing in high jewelry, pearls and colored gemstones. Reported breaking news and feature stories.
- Managing Editor of daily newspapers distributed at BaselWorld, Tucson Gem Shows.

BOARD AND ADVISORY ROLES

Advisory Board Member, Abbott Laboratories	2019
Advisory Board Member, Do You (Women's health and wellness technology startup)	2019
Committee Member, Look Good Feel Better BeautyCares DreamBall	2018
YMA Fashion Scholarship Fund Gala, executive speechwriter and production team	2012 – 2019
Consultant, Walgreen's Beauty Ambassador program	2015
Panelist, Speaker: Columbia Business School, Digiday/Glossy Conference, AdWeek, Luxury Daily	2018

EDUCATION**Master of Arts, Corporate and Public Communication – Seton Hall University****Bachelor of Arts, Communication Studies, English, Journalism Minor – Montclair State University**