

Kristine Rothe

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MARKETING AND BRAND MANAGEMENT PROFESSIONAL

Strategic and creative marketer with extensive product brand management, creative development management, project management and strategic thinking within multiple industries including pharmaceuticals, technology and mobile.

PROFESSIONAL EXPERIENCE

Galderma USA, Fort Worth, TX

2015 – 2018

Marketing Promotions Manager, Aesthetics

Managed tactical marketing programs for health care provider and consumer marketing activities for Aesthetic Business Unit brands (Dysport, Restylane, Sculptra and ASPIRE). Main partner between marketing, advertising agencies and vendors. Ensured all projects track to established goals, timelines and costs. Managed internal approvals of all assigned projects/programs and ensured consistent and on-label messaging across all channels. Brought innovative marketing ideas to a heavily regulated industry. Managed budget of 1.7MM+

- Lead 2018 National Sales Meeting for Aesthetic Team, partnered with Commercial Excellence Team to create a unique and memorable experience that included Great Gatsby Themed evening event; welcome boxes for 600 participants as well as daily giveaways that included NorthFace jackets, Sugarfina candy boxes, wireless earbuds and more.
- Created first-ever cross portfolio brochure for Aesthetic business unit; updated facial product map to implement across various assets.
- Developed Aesthetic BU version of field-based communication application (Field Connect).
- Successfully lead Dysport Important Safety Information revisions. Translated into the removal of 300+ words that reduced the number of print advertising pages from 3 to 2, saving the company \$250,000+ in advertising costs.
- Created new internal processes for Zinc review system, printing procedures, marketing project processes and others.
- Helped develop Restylane Refyne and Restylane Defyne VR experience for 2017 AAD meeting; provided creative development for all Aesthetic branding for meetings and congresses.
- Centralized and organized all marketing assets into one cloud-based repository.
- Ran marketing promotions projects/programs from start to completion by managing, coordinating and tracking all aspects of timelines and deliverables.
- Managed all materials/projects for internal Medical/Regulatory/Legal (Promotional Review Committee) approval and served as final reviewer before dissemination.

Samsung Telecommunications America, Richardson, TX

2010 – 2015

Product Marketing Manager – National Retail/WIFI

Product Brand manager in charge of National Retail/WIFI product launches. Core responsibilities included initiating, managing and executing marketing materials for B2B partners. Managed cross-functional internal teams, creative agencies and vendors in addition to customer teams to develop comprehensive go-to-market plans. In charge of creating various product marketing launch materials, launch plans, and retail materials required for successful/profitable product launches. Began tenure with Samsung as Product Launch Marketing Manager with progressive promotions to Creative and Content Manager and Product Marketing Manager.

- Successfully launched 60+ products, including the charter and subsequent Galaxy S product line.

- Led creative for Galaxy S 5 launch; responsible for design of brochure, VIP kits and t-shirts worn by over 120,000 retail store associates in addition to other marketing assets.
- Developed with team strategic go-to-market plans including the creation of Product Positioning Documents, Messaging Toolkits, photography and digital/video assets, VIP kits, brochures, web assets, training materials, inbox collateral and retail materials required for launch.
- Provided direction to other marketing teams chartered to support product launches.
- Maintained close and frequent working relationships with STA Product Management, Field Marketing, Strategic Marketing and Logistics teams to successfully launch each product.
- Served as primary STA product marketing interface to specific major retail customer's product marketing and marketing communications teams.
- Managed US partnership with Marvel Comics and ensured proper usage of Marvel assets in Samsung product launch assets.
- Created Swarovski/Samsung Holiday Gift Bundle promotional packaging for Best Buy Shop-in-Shops
- Provided ideation and innovation of launch materials and concepts including creating Augmented Reality application (Samsung DigiView) that was used in the field for training and to drive customer awareness.
- Managed legal, customs and branding review and approval of product training website, product sales/marketing presentation material and other training documents created internally.
- Provided coordination with packaging/kitting facilities and STA logistics team.
- Created project requests and inventory orders including live and mock units.
- Managed product launch budget and expenditures for all assigned product launches and other related reports as directed by management with a budget of \$5MM+.

The Dallas Morning News, Dallas, TX

2004 – 2009

Marketing Communications Specialist (2007 – 2009)

Sales Assistant (2004 – 2007)

Managed specialty advertising products. Managed relationships with vendors, sales, distribution and production departments to ensure accurate delivery of products. Responsible for revenues of over \$2 million. Began tenure as a Sales Assistant in the Advertising Department.

- Managed content and users for company's business-to-business website (Adsource.dallasnews.com). Served as site administrator.
- Directed development of creative materials for special projects and sales/marketing collateral; reviewed all materials to ensure that concepts and execution are consistent with strategy, project objectives and corporate branding. Assist with updating research and statistics.
- Developed and created weekly internal sales communication newsletter. Served as current Editor.
- Train all new sales employees on specialty products and various internal tools.
- Created theme and coordinated all meeting logistics for quarterly sales meetings for 250+ employees.
- Developed and implemented sales collateral to internal audience through weekly meetings (approx. 30-50 people)
- Served as the liaison between TDMN and the 43 local chambers. Planned and directed all B2B and B2C events for chambers and specialty publications group. Assisted with budget.
- Served as project Manager for philanthropic booth at a street event with over 50,000 in attendance (2 years)
- Coordinated promotional products and worked with outside vendors to source new promotional item ideas and the purchasing of those products.

EDUCATION

**Bachelors of Liberal Arts in Communications
University of Texas, Arlington, TX
Emphasis in Advertising/Communications
Minor in Art**