

JAMIE JOHNSON

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EDUCATION

UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS

Candidate for Master of Business Administration. GMAT: 720

2020 - 2022

- Elected President of Section B by 80 fellow classmates
- Member of Women's Student Association, LGBTQ Club

BROWN UNIVERSITY

2011 – 2015

Bachelor of Arts, Economics. Summa Cum Laude, GPA: 3.9/4.0

- Graduated in the top 5% of the class
- Granted John Brown academic scholarship for top academic performance
- Captained University Soccer Team. Trained ~10 hours a week
- Represented Brown in 5 national debating competitions, in front of audiences of 500+

OAKHAM SCHOOL, Academic Exhibitioner

2002 – 2010

International Baccalaureate: 41/45, including a grade of 7/7 in mathematics

PROFESSIONAL EXPERIENCE

LUX BRANDS

New York, NY

Fastest growing marketing firm focused on luxury brands, founded by ex-CEO of L'Oréal in 2012, with sales of \$600M

Senior Brand Manager

Jan 2018 – May 2020

Designed and executed short and long-term brand strategy to grow perfume portfolio, creating iconic fragrances and leveraging all channels available. Managed 2 director reports

- Delivered double digit growth on Perfumate, our top brand, for 2 consecutive years – 20% ahead of budget and market. Convinced CEO and Executive Committee of new brand marketing approach
- Obtained record sell-in commitment and in-store support from all key retailers. Presented new launch of Perfumate to Heads of Procurement, a role normally played by Directors
- Successfully relaunched Diamond pearl, delivering incremental 2.3% market share. Pioneered use of YouTube and Instagram. Launch was ranked in the top-5 for Lux Brands in 2017
- Identified opportunity and led the effort to revamp recruitment process. Increased applications volume by 240%
- Consistently rated as "1" (best rating possible), in top 5% of peer group

Junior Brand Manager, Management Fast Track Programme

Oct 2015 – Dec 2017

Graduate programme aimed at training 5 future marketing leaders in every year group

- Analysed weekly sales results and interviewed store managers to inform negotiations with retailer buying teams and achieve ambitious sell-in targets. Used statistical analysis with advanced Excel modelling
- Grew top 40 stores at +12% Year on Year with no extra marketing investment. Worked in store as much as possible to better understand daily challenges of a Beauty Consultant and how to overcome them
- Promoted to Junior Brand Manager one year ahead of peers

Intern, Assistant Brand Manager

Jun 2015 – Sep 2015

- Developed plan for a new brand with direction from the Marketing Manager and took ownership for all new launches
 - Offered a full-time position after internship
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ADDITIONAL INFORMATION

- **Languages** – Advanced Spanish, Conversational French and Italian
- **Photography** – Keen photographer with a special interest in documentary and landscape photography
- **Soccer** – Practice once a week in a team in Hudson Yards