



Emily Baynard

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EMILYBAYNARD.COM

ABOUT ME

Highly competent marketer with 15 years' experience and a reputation as a creative, solutions-focused leader that inspires others. Within mega-corps and start-ups, I create strategy, develop processes, and implement innovative solutions to smash business goals. Outside of work, I enjoy distance running, conscious fashion and contributing within my community.

COMPETENCIES

People Management
Cross Functional Team Collaboration
Marketing Campaigns
Ecommerce Strategy
Consumer Behavior
Shopper Promotions
Performance Testing & Analysis

RECENT RECOGNITION

Adweek Retail Summit Co-Presenter '23
Mars Agency 'One for the Wall' Award '23
Target Enterprise 'Vendor of the Year' '22

PROFESSIONAL & COMMUNITY INVOLVEMENT

NextUp Planning Committee Member
Girls on the Run Coach
Mill City Running Race Team Member
The Mars Agency DEI Committee Member
Martian Mission Project Volunteer
Coca-Cola LGBT+ Resource Group Co-Chair

TECHNICAL EXPERTISE

Shopify, Squarespace, Mailchimp, Asana, Workfront, Google Workspace, Microsoft Teams, Microsoft Office, Slack, Canva, NetSuite, ADP, Marilyn (marketing data analysis)

WORK SUMMARY

The Mars Agency | 2020 - Current

Sr. Director of Commerce Marketing
Director of Commerce Marketing

Emmi Ro | 2015 - 2020

Creative and Business Strategist
Wardrobe Stylist
Marketing Consultant

Coca-Cola Company | 2011 - 2015

Sr. Shopper Marketing Manager
Shopper Marketing Manager
Activation Manager

Target Corporation | 2007 - 2011

Sr. Manager of Brand & Category Marketing
Sr. Business Analyst
Business Analyst

EDUCATION

Drake University '07
BFA, Advertising and Marketing

Central College in London '06
Semester Abroad, Cultural Studies



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WORK EXPERIENCE

The Mars Agency | 2020 - Current

Sr. Director of Commerce Marketing

- Lead a team of three individual contributors providing instruction and mentorship, helping to prioritize and collaborate to meet client and internal deliverables.
- Create new processes and onboard teams for agency rollout of new capabilities, ensuring operational efficiency and client satisfaction.
- Guide cross-functional collaboration to develop optimal and actionable strategies, concepts and media plans for high volume of key initiatives to influence shopper behavior and drive brand growth.
- Oversee the largest client account, Mars Inc., responsible for annual planning and execution of omnichannel marketing campaigns at Target across three business segments; achieving YoY KPI improvements.
- Stood up agency-wide process to review work for cultural competency, with over 80 reviews to date, resulting in noteworthy changes to consumer-facing creative and copy.

Emmi Ro | 2015 - 2020

Owner, Creative & Business Strategist

- Developed ecommerce strategy, launched and optimized Shopify site, established and managed Instagram account and optimized marketing efforts, resulting in thriving atelier957.com online business 7+ years later.
- Built marketing plans for small business clients based on market trends and business goals.
- Created subscription business model in collaboration with Photographer for small businesses to build asset libraries and create fresh content regularly with minimal friction.

Coca-Cola Company | 2011 - 2015

Sr. Shopper Marketing Manager and Activation Manager

- Supervised a direct report and managed \$6M budget to turn brand campaigns into customer-specific channel plans, including print, broadcast, digital and PR; resulting in \$ share increases and an Effie award.
- Generated and presented quarterly trend updates, campaign recaps and business reports to Target partners and internal cross-functional teams.
- Launched exclusive Ahh Giver and My Coke Rewards programs using emerging Facebook technology, securing exclusive activations at Target and resulted in beating sales goals and receiving an Effie Award.
- Planned and led 2-day insights immersion sessions with Target for chain-wide innovation planning.

Target Corporation | 2007 - 2011

Sr. Business Analyst and Sr. Manager of Brand & Category Marketing

- Collaborated with creative and media agencies and oversaw development and launch of interactive digital landing site and online tool that made child safety guidelines more accessible to parents.
- Negotiated, secured and deployed brand funding and managed contractual obligations; achieved \$17M commitment which exceeded plan and funded a campaign that garnered industry recognition.
- Planned annual financial goals and managed strategy and inventory allocation, including rollout of new Xhilaration brand which exceeded plan goal by \$3M.
- Founded committee to create best practices and training for business planning, leading to revamp of company onboarding.