

Juliet Sage

jcsage18@gmail.com | (646) 707-4540 | www.julietsage.com

EXPERIENCE

BARK

New York, NY

Commercial Insights Manager

May 2024 - Present

- ◆ Owned insights for \$75MM+ retail portfolio & relationships with external data providers (Nielsen, Numerator, Qualtrics, retailer portals), standardizing reporting across BARK teams to democratize insights and inform product, marketing, and sales decisions
- ◆ Led research & analysis to create target consumer demographic & behavior profiles, using Nielsen and Numerator data, to advise on 1, 3, and 5-year innovation pipelines with product, finance, sourcing, & executive teams across BARK's entire \$500MM portfolio
- ◆ Identified trends and white space opportunities for BARK's entry into new retail categories of enrichment toys, beds, dental, topper, and supplements through competitive analysis, packaging surveys, and collaboration from product development and sourcing
- ◆ Launched new products in Target, Walmart, Kroger, Meijer, PetSmart, Chewy, TJ Maxx, and Costco, presenting my sell-in stories to BARK executives, retail key account sales, and external buyers, resulting in over \$15MM in incremental sales in the past year
- ◆ Built 2 custom ChatGPT bots to automate manual data processes, optimize pricing and productivity, and build consumer personas

Senior Associate, Retail Marketing & Growth Strategy

March 2022 – May 2024

- ◆ Grew BARK's retail sales +26% by building custom product assortments and pitches for 10+ national retailers using historical sales, competitive analysis, consumer panel, survey, NPS, and DTC data sources
- ◆ Crafted data-driven consumer profiles and pricing architectures that drive BARK's product & marketing strategies in retail and DTC, stimulating velocities and sell through percentages +18% better than industry average
- ◆ Employed data-driven in-store marketing, influencer, paid social, and email tactics and measured their impact, delivering email CTO rates +3% vs benchmark, a paid ad ROAS of over 4:1, and over \$5MM in incremental sales while managing the \$1MM budget
- ◆ Forecasted and developed launch strategies and marketing campaigns for over 30 collections, including our recent treats launch

NielsenIQ (formerly Nielsen)

New York, NY

Associate Client Manager

October 2021 – March 2022

- ◆ Engaged in client meetings and presentations with J&J and Mondelēz to answer market research questions through data storytelling
- ◆ Designed growth maintenance strategy for Tylenol during COVID spike through brand switching and loyalty analyses, leading to sustained post-pandemic increases in both household penetration (+1.2pp) and buy rate (+4%)
- ◆ Led Northeast diversity committee, coordinated onboarding committee, trained and mentored associates, & won the Impact Award

Customer Success & Delivery Analyst

September 2020 – October 2021

- ◆ Provided ongoing analytical support, delivering actionable insights and recommendations that aligned to clients' strategic priorities
- ◆ Mastered Nielsen's POS and panel data systems to pull relevant data for market research analyses and client dashboards
- ◆ Reimagined Johnson & Johnson's yearly business planning for 13 categories and offshored reporting, saving 416 hours annually
- ◆ Owned insights for J&J's young brand Zarbee's; performed whitespace and competitive analyses to drive innovation that resulted in +3% share gain, making the brand the share leader in pediatric cold and cough
- ◆ Designed custom Excel and PowerPoint templates to streamline reporting and analysis across clients

Wade & Wendy

New York, NY

Growth & Marketing Intern

June 2020 – August 2020

- ◆ Built marketing strategy with CEO & Head of Sales, including the planning, promotion, & implementation of two virtual conferences
- ◆ Executed brand book, sales materials, content calendar, website, and product marketing blueprint based on industry best practices

Octomedia

Sydney, Australia

Sales Intern

January 2020 – March 2020

- ◆ Prospected over 300 new advertisers for Inside Retail, generating over \$50,000 of new sales pipeline
- ◆ Aided in the organization and execution of Retail Week 2020, Australia's largest 5-day retail conference and awards event

PepsiCo

Chicago, IL

Marketing Intern

June 2019 – August 2019

- ◆ Created a Limited Time Offer Strategy for Quaker Chewy encompassing four product pitches and an innovation framework
- ◆ Briefed packaging agency to develop effective packaging & conducted a size of prize analysis with the finance team for said product
- ◆ Analyzed and synthesized historical and competitive POS and panel data through IRI

3Points Communications

Chicago, IL

PR Intern

April 2019 – June 2019

- ◆ Developed and issued media pitches for 6 financial technology start-ups to generate four media placements
- ◆ Tracked and measured success of media placements through Google Analytics, Meta Analytics, Sprout Social, and CoverageBook

Geometry Global

Chicago, IL

Strategy Intern

June 2018 – August 2018

- ◆ Contributed to strategy, research, and insight on Coca Cola, General Mills, Mondelēz, Jim Beam, and Smartwater accounts
- ◆ Built retail navigators for internal use, explaining all shopper marketing specifications

EDUCATION

Northwestern University

Evanston, IL

Bachelor of Science in Learning and Organizational Change

September 2016 – June 2020

- ◆ Magna Cum Laude | 3.89 | Business Institutions minor, Integrated Marketing Communications certificate, & Leadership certificate
 - **Mark** Executive Director & Strategy (student ad agency that strategizes and executes marketing campaigns)
 - **Delta Sigma Pi** VP Marketing and Alumni Relations (national business fraternity)
 - **STITCH & SPOON** Brand Manager & Corporate Team Member (Northwestern's student fashion & food publications)
 - **UNITY** VP & Fundraising Head (charity fashion show co-sponsored by local businesses and student designers)

LANGUAGES, SKILLS, & INTERESTS

Tech Skills: Microsoft Office, G Suite, Adobe Creative Cloud, Nielsen, Numerator, IRI, SPSS, Qualtrics, Simmons, GWI, ChatGPT

Interests: Dog Enthusiast, Wannabe Sommelier, French Speaker, Passport Stamp Collector, and Lover of All Things Brunch