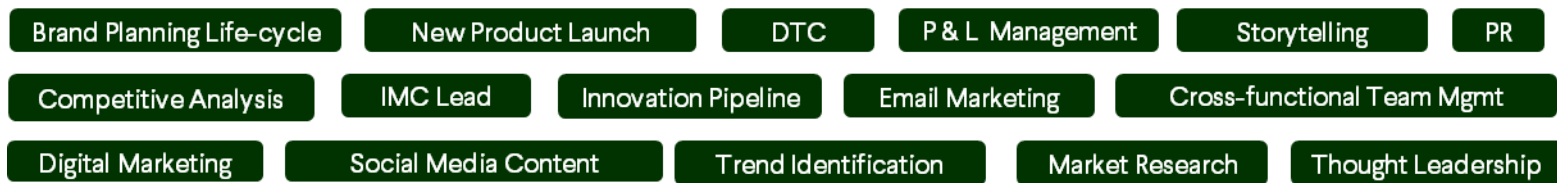


MARINA COOLEY
Atlanta, GA 30306
marinacooley@emory.edu

BRAND MARKETING LEADER

Dynamic marketing and consumer lifestyle brand leader. Proven ability to define brand identity / positioning and pull-on applicable marketing levers to drive impactful growth. Effective communicator and collaborate leader who can share vision to mobilize cross-functional teams to achieve winning outcomes. Known for entrepreneurial can-do attitude, commitment to excellence and exceptional follow-through. Passionate about scaling brands with a Mission.

AREAS OF EXPERTISE



EXPERIENCE

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Full Time Faculty, Marketing

Aug 2021-Present

Atlanta, GA

- Teach 350+ students annually as part of the BBA and MBA curriculum
- Content Marketing in the Digital Age – Piloting and authoring brand new course with BBA and MBA students
- Marketing Management Lecturer (BBA Core)
- Consumer Behavior Adjunct Lecturer (MBA, Spring 2020)

LAVVA (PLANT-BASED DAIRY-FREE BRAND, SERIES B)

CMO

Oct 2019-July 2021

Atlanta, GA / NYC, NY

Responsible for creating and executing a cohesive brand, innovation and growth strategy to position Lavva as leading functional wellness brand with consumers, customers and investors

- **Leadership:** Lead and provide consistent brand vision to marketing team (3) and agency partners (Design, Creative, PR, Digital) so that each team member is inspired to make a measurable impact; team comprised of Brand and Growth Marketing functions
- **Positioning:** Created unique positioning for newly launched Lavva brand in plant-based set through in-depth study of health & wellness consumer; defined brand voice, VIS, packaging architecture, innovation pipeline; Lavva now recognized as one of World Economic Forums Top 100 early growth stage companies who are pioneering technology and innovation
- **Stages & Gates:** Established marketing and innovation pipeline infrastructure by leveraging best practices from Coca-Cola org
- **Innovation:** Stewarded Lavva from single product line to becoming a Platform Brand (expanded from 1 to 4 product lines in 11 months): Established positioning, packaging and 360 IMC for Lavva Plant Milk garnering over 20 hits in consumer, business and trade publications in week 1 of product launch
- **Retail Commercialization:** Determined most effective marketing levers (paid/earned/owned) to establish Lavva as a consumer badge brand; broke through to become #4 Plant-Based Yogurt brand at Whole Foods, leading pilot launches at Kroger, Target
- **DTC:** Led DTC platform launch, developing impactful brand messaging via Facebook/Instagram/Email (Month 1 to Month 2 CAC reduced by \$18.20) with a continuous loop of data-driven decisions for every step of the conversion funnel

THE COCA-COLA COMPANY, HONEST TEA

Senior Brand Manager

Feb 2016-Sept 2019

Atlanta, GA / Bethesda, MD

Responsible for marketing strategy, innovation pipeline and day-to-day operations of Honest Tea product line (\$200M)

- **IMC:** Led IMC Team comprised of ~20 Internal and External team members with responsibility to build and execute marketing strategy and campaign to re-establish Honest as a Purpose-Driven Masterbrand; resulting in brand awareness (+3.2), trial (+1.0)

- **Innovation Management:** Launched premium product line to build off of mainstream success (+26% YoY \$ growth) and uncovered white space opportunity to launch Super Premium Functional beverage subline (Stages & Gates Phase 3)
- **Amazon:** Spearheaded Amazon brand presence by increasing product assortment, improved ratings, A+ content and media spend; annual revenue made Honest 2nd largest Coca-Cola Brand on Amazon (+100% on .com, +300% on Pantry)
- **Market Research:** Led all research efforts for Honest TM including BASES, Kantar Millward-Brown, Brand Health, Consumer Home ethnographic exploratory to identify consumer insights to unlock growth via innovation and communication

THE COCA-COLA COMPANY, HONEST KIDS

Brand Manager

Mar 2015-Jan 2016

Atlanta, GA / Bethesda, MD

- **Long Term Planning:** Developed 3-year innovation and marketing plan to return brand to double-digit growth by recommending brand re-invest profits to optimize packaging, production and positioning with consumer mom; brand contributed over 20% of Juice Drinks category growth with a value share of 2.5
- **Channel Expansion:** Grew Honest Kids product line to become largest component of Honest Trademark by partnering with customer teams to unlock key wins including repositioning brand placement from Natural to Mainstream set in conventional retailers, becoming #4 CCNA brand in Costco, launching in all USA Subway locations and becoming the first Organic brand in McDonald's
- **Package Expansion:** Led innovation for Honest Kids including new package infrastructure in Large Store to win consumer mom with younger kids, thereby pulling target into TM ~3 years earlier

THE COCA-COLA COMPANY, GOLD PEAK TEA

Associate Brand Manager

May 2014-Feb 2015

Atlanta, GA

- **IMC:** Successfully managed multiple levers of \$28MM national integrated marketing campaign, growing brand awareness (+3.8%), household penetration (+5.3%) and net revenue (28%)
- **Innovation:** Assessed untapped consumer opportunities and leverage consumer research (BASES, TCR, focus groups, PRS) in order to identify new volume and profit growth areas: launched five new products from ideation to on-shelf
- **Social Media:** Responsible for establishing social strategy and its implementation. Evaluate all creative concepts based on creativity, strategic alignment and consumer impact: grew social engagement rate 3X YoY, achieved CTR 50% above CCNA norms, grew unique web visits by 80% YoY.

BETTER BUTTER (NATURAL FOOD COMPANY)

Founder & Owner

2010-2012

Philadelphia, PA

Developed propriety peanut butter product that met FDA approval. Created brand identity to sell across multiple channels: DTC, 15 retail locations, farmers markets, festivals and trade shows.

IBM GLOBAL BUSINESS SERVICES, DISTRIBUTION SECTOR

Management Consultant

2006-2010

New York, NY

Organizational Change consultant for Fortune 500 companies in pharmaceutical and consumer products industries

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

M.B.A., Marketing Concentration

May 2014

- Robert W. Woodruff Scholar (highest level of scholarship awarded)
- Beta Gamma Sigma Honors Graduate
- 2014 Recipient of American Marketing Association Award

NEW YORK UNIVERSITY, STERN SCHOOL OF BUSINESS

B.S., Major: Marketing Minor: Information Systems

May 2006

BOARDS

- Founding Board Member, Emory University Woodruff Alumni Advisory Board
- Marketing and Fundraising Chair, Morningside Presbyterian Preschool