

SEAN O'LEARY

BRAND & MARKETING

415.963.1791

EXPERTISE

BRAND STRATEGY &
DEVELOPMENT

LEADERSHIP &
COMMUNICATION

DATA ANALYSIS

PROJECT
MANAGEMENT

EDUCATION

BFA/COMMUNICATION
DESIGN
Milwaukee Institute of
Art & Design

SOFTWARE

Advanced Proficiency in Microsoft Office
365 including MS Word, MS Excel,
MS PowerPoint, MS Outlook, MS Project,
MS Publisher, and Internet Explorer.
Advanced Proficiency in Adobe Creative
Suite including Adobe Acrobat,
Adobe Illustrator, Adobe Photoshop,
Adobe InDesign, Adobe Dreamweaver,
Adobe Bridge, and Adobe Lightroom.
Intermediate Proficiency in coding HTML,
and Cascading Style Sheets (CSS), Wrike
and Basecamp (Project Management).

REFERENCES

Michael Cronin / CTO
EO Products
(415) 755-1900
michael@eoproducts.com

Wesley Cabral / COO
Earthbody
(415) 713-2990
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Wai Lam / Operations Manager
Yisheng Organic, Hong Kong
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CONTACT

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PROFILE

Thirteen years' experience developing brands, building and executing brand and marketing strategies, and leading teams in the consumer packaged goods marketplace. Exceptional presentation and persuasion skills with research-backed, and concept-driven strategies. Sean builds successful brands by blending creative, strategic, and consumer-driven "growth-hacking" marketing techniques. Sean excels at taking big ideas from vision to market, tracking results and evolving strategies on tight deadlines, and tight budgets while working across multiple departments.

EXPERIENCE

BRAND MANAGER at EO PRODUCTS / 2016-2017

Managed four consumer packaged goods brands exceeding 36 million in annual sales with 25% annual growth. Led small team of marketing, consumer insights, creative and e-commerce specialists. Responsible for developing and maintaining unique strategies for each brand, market segment, and product category.

- **Brand Strategy & Guidelines** Developed and managed unique brand strategies for each brand. Created brand guidelines and managed vendor use of branded materials.
- **Brand Management** Managed brand image and voice, conducted competitive analysis, developed marketing and advertising strategies, conducted life-cycle analysis and monitored brand health via consumer insight research.
- **Lifecycle Analysis** Conducted competitor research, analyzed market sales trends, conducted predictive pricing analysis and consumer feedback surveys.
- **Consumer Insights** Developed and managed consumer insights to inform brand strategy.
- **PR & Social Media** Developed social media strategy, influencer strategy and PR initiatives.
- **Marketing** Developed marketing plans by product category and market channel. Managed marketing calendar, reported ROMI, managed marketing budget, managed marketing team.

BRAND DIRECTOR at EARTHBODY SKINCARE / 2014-2016

Hired to develop brand and brand strategy for Earthbody's organic, plant-based skincare product line. Responsible for logo, packaging, website, and marketing materials from concept through execution. We achieved our primary goal of getting this brand into Whole Foods.

- **Marketing Strategy** Identified market dynamics, customer demographics, and market value, and created a unique marketing strategy focused on three emerging markets.
- **Brand Development** Led new product development, pricing strategy, logo & identity, packaging, website, advertising, promotion, and public relations.
- **Social Media Marketing** Developed strategy and schedule for company's Facebook, Instagram and Twitter feeds. Managed contracted social media support.
- **Whole Foods Market Training** Developed Whole Foods training program.
- **Instructional Videos** Directed instructional videos for products.
- **Gift Box Partnerships** Led co-branding and social media marketing with various vegan gift box companies.

BRAND/MARKETING DIRECTOR at YISHENG ORGANIC / 2011-2014

Yisheng is the largest exporter of certified organic tea in Mainland China. Recruited to Hong Kong to develop and launch Yisheng Organic's consumer brand. Hired, trained and managed small team of sales and marketing specialists. Achieved goal of getting brand accepted into the top tier organic grocers and organic restaurants in Hong Kong.

- **Comprehensive Market Research** Conducted extensive qualitative and quantitative research, attended trade shows and events, conducted interviews, and developed reports.
- **Brand Development** Developed brand strategy to inform identity, packaging, e-commerce website, trade show booth design, sales and promotion materials.
- **Brand Management** Managed brand image and voice, conducted competitive analysis, developed marketing and advertising strategies. Managed vendors in handling brand assets.
- **Established Hong Kong Company** Led business and trademark registration, office construction, recruiting, and employee training.
- **Fair Trade Education Program** Developed curriculum, education and promo materials. Led educators and taught sustainable business practices at various Hong Kong universities.

CREATIVE/MARKETING DIRECTOR at RISHI TEA / 2003-2010

Helped grow a small, local tea company into an international organization with the leading quality loose leaf, organic, and fair-trade products in North America.

- **Brand Development** Created brand strategy, packaging, product photography, e-commerce, advertising, promotion, public relations, social media and training.
- **Jane Goodall Institute's Roots & Shoots Partnership "Chai with Roots"** Worked with Jane Goodall and her product partnership "Good for All" on co-brand. Developed marketing, packaging, and was honored to guest speak with Jane Goodall at the launch event.
- **Speaker/Educator** Gave tea lecture to 100+ industry insiders at the World Tea Expo; guest speaker at numerous events and trainings.
- **Private Label for Target Corporation & Cost Plus World Market** Developed private label teas, managed branding, printing and packaging.