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SUMMARY

Results-driven marketing professional with over 4 years of experience in developing and executing comprehensive marketing strategies across retail and beauty industries.

WORK EXPERIENCE

Julie Schilling, New York, NY

Jun 2023 – Present

Marketing Consultant, Freelance

- Advise clients on optimizing marketing strategies for maximum ROI across various retail platforms
- Guide marketing teams on leveraging both digital and traditional marketing channels
- Provide insights and strategies for implementing SEO, content marketing, email marketing, and social media marketing techniques

Estée Lauder Companies, New York, NY

Jul 2017 – Jun 2023

Manager, E-Retail (Jan 2023 – Jun 2023)

- Developed and executed tailored marketing objectives, ensuring resource allocation to meet overall sales goals for multiple beauty brands
- Implemented new features resulting in a 35% increase in user engagement and conducted A/B tests on retention tactics, leading to a 25% boost in engagement
- Managed day-to-day operations including sales reporting & analysis, budget management, and presentations to key partners & senior management

Assistant Manager, E-Retail (Jul 2022 – Dec 2022)

- Developed and executed strategies for website merchandising and content optimization, increasing conversion rates and supporting sales plans
- Collaborated with cross-functional teams to implement SEO best practices and optimize digital marketing efforts
- Spearheaded marketing automation strategies for Jo Malone USA across multiple high-end retail platforms

Associate, E-Retail (Jul 2020 – Jun 2022)

- Managed online marketing calendar and SMS content development for 6 beauty brands
- Partnered with 7 cross-functional teams and 6 agencies to increase online sales and engagement

Marketing Communications Coordinator (Nov 2018 – Jun 2020)

- Acted as the key point of contact and was responsible for elevating feedback from 42 members of the North America field sales team to the Estée Lauder New York headquarters, and cross-functional teams of Origins and ADF (Aramis & Designer Fragrances)
- Supported Head of Sales with all aspects of communication to and from field leaders, including but not limited to go-to-market calendars, promotional offerings, education updates, and eventing
- Gathered and analyzed customer feedback from over 500 Sales Representatives to gain insights into user preferences and pain points, which informed a new retention strategy

EDUCATION

Fashion Institute of Technology (FIT), New York, NY

- Master of Professional Studies (MPS), Global Fashion Management

University of Central Florida (UCF), Orlando, FL

- Bachelor of Science (BS), Marketing

CERTIFICATIONS

- **LVMH Inc.** - Inside LVMH, issued Jul 2024
- **Google** - Foundations of Digital Marketing and E-commerce, issued Sep 2024

SKILLS

- Proficient in: Microsoft Office Suite (Excel, PowerPoint, Word), Adobe, CRM, Google Analytics, Salesforce, Shopify
- Experience with: Facebook Ads, Google Adwords, HTML, Klaviyo, Photoshop, SQL
- Strong project management and cross-functional team collaboration skills
- Fluent in English, French, and Spanish