



## **Case Study #1: Turnaround and Revenue Growth for a Struggling Retail Brand**

### **Introduction:**

As a seasoned sales & marketing executive with a focus on B2B marketing, I was brought in to revitalize a struggling retail brand that was facing a 20% decline in annual revenue.

### **Problem Statement:**

The brand was grappling with declining customer engagement and sales, affecting both B2C and B2B partnerships.

### **Objectives:**

- Increase annual revenue by 15%
- Improve customer engagement metrics by 20%
- Increase sales volume by 100% year over year for B2B partnerships

### **Solution:**

Developed a comprehensive strategic plan that included customer segmentation, a revamped loyalty program, targeted promotions, and a robust B2B marketing strategy.

### **Implementation:**

- Led a cross-functional team to execute new marketing strategies, including targeted email campaigns and in-store promotions.
- Implemented and supervised retention and loyalty programs aimed at both individual customers and business partners.
- Planned and executed promotional events in collaboration with local business partners.
- Managed the company's overall Social Media strategy, focusing on lead generation and content curation.



- Worked across functions and interacted with clients, vendors, and senior leaders to ensure alignment and execution.

### **Results:**

- Increased annual revenue by 18%
- Improved customer engagement metrics by 22%
- Achieved a 300% year-over-year increase in sales volume for B2B partnerships

### **Testimonials**

"The turnaround was nothing short of miraculous. Our brand has been revitalized, and we owe it all to strategic planning and execution. The B2B partnerships have also flourished, exceeding our expectations." Mike Roberts CFO

### **Conclusion**

The strategic planning and program management not only met but exceeded the client's objectives. My expertise in data-driven decision-making, client relationship management, and B2B marketing contributed to a comprehensive solution that revitalized the brand and significantly increased revenue streams.