

Adrienne L. Aaron

Allen, TX | (214) 364-1200 | aaron@glazedandglossed.com | www.adrienneaaron.com | www.linkedin.com/in/adrienne-aaron

EDUCATION

Southern Methodist University, Cox School of Business
Master of Business Administration

Dallas, TX
2022-2024

Texas Christian University
Bachelor of Science in Fashion Merchandising, Cum Laude

Fort Worth, TX
2009-2013

CERTIFICATIONS & EXTENDED EDUCATION

Marketing & Digital Marketing, Southern Methodist University (2022-23)

Completed graduate courses Marketing Fundamentals, Digital Marketing Fundamentals & Digital Marketing Applied.

EXPERIENCE

Glazed & Glossed LLC

Owner

Dallas, TX

February 2023 – October 2024

Founded, launched, and marketed an award-winning skincare and beauty start-up by leveraging compelling storytelling and meticulously crafting and executing a comprehensive business strategy. Featured in Vogue, Marie Claire, Glamour & D Magazines.

- Developed a comprehensive business framework encompassing a pro-forma financial plan, detailed growth strategies, and an impactful pitch deck for engaging potential investors.
- Successfully raised \$50,000 by winning 2nd place & the Lyda Hill innovation award in SMU's 2024 pitch competition.
- Crafted a robust Shopify storefront, driving traffic through an effective PR and marketing strategy, enhancing brand visibility and awareness, and expanding social media channels through strategic partnerships and collaborations.
- Managed end-to-end operations, including sourcing suppliers/manufacturers, designing and developing products and packaging, and establishing warehouse logistics.
- Achieved 100% sell-thru with retail partner, Stanley Korshak, securing incremental reorders and expanding brand reach.

Fossil Group Inc.

Assistant Brand Manager, Kate Spade Watches

Richardson, TX

March 2021 – September 2021

Brand Specialist, Kate Spade Watches

April 2018 – March 2021

Achieved brand initiatives and exceeded financial goals by leading cross-functional teams with data-driven strategies, comprehensive line plans, inventory management, and thorough sales analysis.

- Developed segmented product lines and seasonal plans, aligning inventory management and coordinating with design, product, planning, and marketing teams for timely, market-driven launches.
- Created go-to-market strategies and tools with in-depth market research, competitive analysis, branded messaging, strategic pricing, and product segmentation to enhance brand positioning and ensure successful product launches.
- Increased revenue to \$12M by optimizing product segmentation and supporting key retail partners with seasonal product requests.
- Led rebranding and sustainability initiatives, achieving 100% recyclable packaging, 85% recyclable watch materials, and cost-effective fixture redesigns, saving \$50,000 annually and earning a promotion in early 2021.

Product Manager, DKNY/Chaps Ralph Lauren Watches

October 2016 – April 2018

Product Coordinator, Armani Exchange Watches

January 2014 – October 2016

Led cross-functional collaboration, defined product vision and strategy, and oversaw product lifecycle and end-to-end development to deliver innovative products that meet customer needs and drive business growth.

- Increased revenue by \$3M by developing a new off-price assortment, driving incremental sales growth while optimizing inventory and expanding customer reach.
- Increased product margin by 20% through executing effective pricing exercises, sourcing top manufacturers, leveraging negotiation tactics, and value-engineering watch construction and components, resulting in promotion early 2016.

Nouveau Eyewear

Product Coordinator, Eyewear

Carrollton, TX

July 2013 – December 2013

Facilitated seamless coordination between various departments, managed inventory, and ensured the successful execution of product launches throughout the lifecycle.

- Coordinated sample management and reorganized showroom by leading the implementation of a new product library archive.

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Office (Advanced Excel & PowerPoint), Adobe Creative Suite, PLM, Glasshouse Reporting, SAP, Tableau, WorkFront, Canva, Social Media
- **SMU Activities:** Cox Graduate Entrepreneurship Club 2023-2024, SMU Business Accelerator Cohort 2023-2024 (2nd place winner, Lyda Hill Innovation Award), Summer 2023 SMU Dallas Immersion Carbon Capture Consulting Project for Emerson, Spring 2024 SMU Capstone StratifiCare Consulting Project (Team Lead), Golden Key International Honors Society Member 2023-Present, Cox Admissions Ambassador 2022-2024