

# KERRY LANGLEY

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## MARKETING EXECUTIVE

**Brand Management | Field Marketing | Channel Management**

Multilingual marketing leader with proven experience in growing luxury brands through execution of strategic product plans. Able to drive product success and generate sales via skilled management of marketing and sales cycle. Experienced in leading and developing teams in pursuit of goals.

**SKILLS & COMPETENCIES:** Brand Marketing • Field Marketing • Digital Marketing • Forecasting • Luxury Goods • Content Creation • Promotions • Analytics • Sales Management • Relationship Building • Duty Free • International Operations • Public Relations • Events Management • Collaboration • Spanish and French Fluency • Microsoft Word, Excel & PowerPoint

## PROFESSIONAL EXPERIENCE & SELECTED ACCOMPLISHMENTS

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**GIRARD-PERREGAUX (A KERING GROUP COMPANY):** Miami, FL  
**Brand Manager - Latin America and Caribbean**

2011-2016

Girard-Perregaux is a high-end Swiss luxury watch manufacturer. Appointed as regional brand leader to direct field marketing and sales activities in Latin America, charged with expanding market position through implementation of targeted product strategies. Collaborated in distributor and retail partnerships to increase points of sale, enhance brand position and value, and execute promotional events. Developed country-by-country brand and incentive strategies. Assisted in local media relations.

- **Grew regional sales to \$4M, an increase of 480%.** Leveraged professional network and cultivated retailer relationships to grow network from 8 points of sale to 25.
- **Contributed \$1.9M annually in revenues via engagement of distributor in Mexico,** increasing market presence from 2 points of sale to 10.
- **Partnered with brand team in Switzerland to spearhead development of limited edition watches,** driving 50% one-year growth in Mexico.
- **Successfully launched brand in Chile, Guatemala, Paraguay, and Uruguay.**
- **Organized 7 annual VIP luxury events with retailers and distributors,** driving sales through brand presentations. Generated marketing leads by cultivating attendee contact information.
- **Obtained valuable press coverage by executing events for regional media.** Articles about Girard-Perregaux appeared in *Expansión*, *Tiempo de Relojes*, and *Robb Report Mexico*.
- **Developed digital media strategy in collaboration with corporate brand team.** Produced regional e-newsletter and targeted banner advertising building brand awareness.

**LVMH WATCH & JEWELRY:** Miami, FL

2002-2010

**Brand Manager, Zenith Watches - Latin America and Caribbean (2003-2010)**

**Marketing Manager, Ebel & Zenith Watches - Latin America and Caribbean (2002-2003)**

Zenith is a luxury watch brand and a subsidiary of LVMH. Promoted from Marketing Manager to assume full responsibility for Zenith brand across region. Directed team of 4 tasked with customizing and executing corporate brand strategies and developing localized field marketing strategies.

- **Increased annual sales of Zenith watches in region from \$1M to over \$7M**, exceeding plan for 6 consecutive years.
- **Opened 37 new points of sale in region**, substantially enlarging retail footprint. Streamlined distribution by eliminating underperforming wholesalers and directly engaging retailers.
- **Gained critical real estate in stores through implementation of visual merchandising program.** Negotiated with retailers to fill empty spaces with display materials. Strategy adopted companywide.
- **Drove sales through development of innovative sales incentive plan** rewarding retail associates with LVMH branded merchandise and other luxury goods. Plan adopted by other LVMH divisions.
- **Increased same-store sales 30% by installing custom Zenith-branded display cases**, increasing brand awareness and retailer loyalty at participating locations.
- **Executed 5 prestige customer events annually**, including cobranded event in Mexico with Harvard Business Review. Drove targeted traffic into retail stores, while generating media coverage.

**NK NEWLOOK:** Miami, FL

2000–2002

**Project Manager**

Company built custom retail display furniture for cosmetic and jewelry brand companies. Managed construction projects from planning through installation, supervising construction vendors to ensure compliance with brand identities.

**L'ORÉAL**

1996–2000

**Marketing Product Manager, Lancôme – Duty Free:** Miami, FL (1998–2000)

Managed Lancôme marketing strategy for global duty free travel retail sector. Directed \$3M marketing, advertising, and promotions budget, identified branding needs using analytics and insights, and adapted product launches to local markets. Liaised with corporate headquarters to ensure brand consistency.

- **Launched average of 2 products per month**, customizing marketing and media plans for all geographical zones.
- **Recognized for work on creating concept boards** reinforcing brand DNA.

**Marketing Product Manager, Lancôme – Venezuela:** Caracas, Venezuela (1996–1998)

Responsible for marketing Lancôme products in Venezuela, developing brand strategies and coordinating product launches. Developed collateral elements, coordinated advertising, and executed event sponsorships to increase brand awareness.

- **Elevated Lancôme's market position in Venezuela from third to first.** Created sales incentives programs increasing market share, and organized 360-degree promotions increasing sales.
- **Due to success in role, given sales responsibility for western part of country.** Increased sales 20% in 6 months.

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## EDUCATION

**INSEEC BUSINESS SCHOOL:** Bordeaux, France

**Bachelor's Degree in Marketing**

**LVMH HOUSE:** London, England

**Seminar, Luxury Clients: Insights for Action**

**Seminar, The Art of Luxury Branding**