

# Lauren S. Rodolitz

Brand Development & Positioning  
Social Communication Strategy  
Celebrity Partnerships & Cause Marketing  
Special Events

## CONTACT

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A digital marketing and social communication expert with a focus in “image driven categories” including; beauty, health & lifestyle.

An impressive track record of creating and executing innovative domestic campaigns and philanthropic partnerships while leveraging digital and traditional media, and integrated marketing to build brand awareness and engage consumers. A passionate storyteller with a strong combination of creative, tactical and executional skillsets.

## EXPERIENCE

**KIEHL'S SINCE 1851, New York, NY**  
**Vice President, Integrated Communications**  
**August 2015 – Present**

**Vice President, Communications**  
**January 2014 – August 2015**

- Led the modernization of the Communications function at Kiehl's via integration of Public Relations and Social Media departments
- Oversight of seven executives managing integrated social media campaigns, influencer advocacy, customer centric experiential programming and new store openings to increase brand awareness, fan acquisition and engagement
- Manage a complex 3.3MM budget that generated over \$47.9MM worth in media value and 24.5B impressions in 2016
- Oversee influencer relations strategy and programming for EMV and advocacy
- Create & manage co-branded partnerships and charitable affiliations to generate awareness outside of traditional product launches
- Responsible for image and thought-leadership strategy for Kiehl's President
- Member of Global Task Force for digital campaigns; responsible for amplified reach via paid targeted media (stateside)
- Partner with e-commerce and marketing teams to effectively use digital platforms to increase SEO and drive traffic
- Create & manage co-branded partnerships and charitable affiliations to generate awareness outside of traditional product launches (i.e. The Seated Ballerina by Jeff Koons in Rockefeller Center)
- Manage all large-scale partnerships & sponsorships (i.e. FILM Independent, MPTF Night Before, Coachella) and makeup artist relations strategies for red carpet endorsements

**ASSISTANT VICE PRESIDENT, COMMUNICATIONS**  
**January 2011 – January 2014**

- Developed and maintained close relationships with top national Beauty, Business & Men's Directors and key influencers for consistent visibility
- Secured press on Kiehl's President, Chris Salgado as the face of the brand with coverage reaching 250MM+ impressions annually and a book deal
- Co-founder of Kiehl's LifeRide for amfAR (a 12-day charity motorcycle ride & largest annual brand moment). After eight years, this ride has raised over \$1.7MM with over 7B+ media impressions and 1B social impressions
- Oversaw celebrity and VIP relationships; developed unique programs and strategies
- Managed junior staff (5 people)  
Director, Communications February 2009 – January 2011
- Managed all national long-lead women's and men's press relationships with a strong focus on product launches; set KPIs
- Strategized and negotiated exclusives, previews and large features
- Oversaw US participation in global press trips
- Coordinated brand participation in gift bags for high profile events, movie premieres, and charity functions
- Executed editor appointments and conceptualize/implement product launch parties

**BEHRMAN COMMUNICATIONS, New York, NY**  
**Vice President October 2006 – 2009**  
**Various Account Positions January 2002-2006**

- Maintained day-to-day contact and oversee all aspects of account work for clients in the beauty, fitness, health and lifestyle industries including, BECCA Cosmetics, Boscia, Dr. Shamban, eos, MBT, Trish McEvoy, Too Faced Cosmetics, etc.
- Developed public relations programs, calendars and budgets
- Recommended and create brand relationships and charitable affiliations
- Attended industry events and distribution meetings
- Conceptualized advertising campaign platforms, consumer/regional events and guerilla marketing tactics
- Scheduled and execute press conferences and in-store events

## EDUCATION

**BACHELOR OF ARTS IN PSYCHOLOGY**  
**HOFSTRA UNIVERSITY, Hempstead, NY**  
Concentration in Marketing, Fine Arts and Sociology Minors