

MEGAN PICURRO

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BRAND MANAGER, COSMETICS INDUSTRY

Marketing & Merchandising Strategy Development | Product Development | Market Analysis & Opportunity Identification

Inquisitive, discerning brand leader with a track record of identifying brand portfolio gaps and championing the development of successful new collections, formulations, and turnkey products aligned with unique brand identity/DNA. Proven success launching new products from initial concept through formulation optimization, color matching, and packaging design.

Leverage merchandising expertise and design talents to modernize brand image, breathe new life into retail merchandising strategies, and introduce innovative packaging designs that enhance visual appeal and the self-sell product selection experience. Excel in partnering with retailers to plan/optimize product assortments, promotions, and merchandising.

New Product Launch | Competitive Market Analysis | SKU Management & Optimization | Brand Portfolio Gap Analysis
Packaging Design & Innovation | Promotional Calendar Development & Execution | Cost of Good Analysis & Pricing Strategy
Product Allocation & Assortment Planning | Formula/Shade Development | Customer Insight Generation | Retailer Relations
Digital Marketing & Social Media Strategy | Turnkey Product Launch | Planogram/Display Design | Project Management

PROFESSIONAL EXPERIENCE

STUDIO GEAR COSMETICS – Middlesex, NJ

2012 to Present

Brand & Operations Manager / Creative Director (2012 to Present)

Operations Manager & Assistant to the Creative Director, Product Development (2007 to 2012)

Executive Assistant (2006 to 2007)

Quickly progressed through roles of increasing scope and impact, advancing to lead product development, packaging/graphic design, sales forecasting, inventory management, SKU optimization, digital marketing and social media, and customer service/fulfillment functions for prestige cosmetics brand with 400+ SKUs at peak.

Oversee design and optimization of website/ecommerce platform, visual merchandising, and collateral development. Partner with retailers on product allocation, planogram and fixture/display design, field sales education, promotions, and merchandising. Manage relationships/work with social media, Google analytics, and beauty influencer firms.

Gap Analysis & New Product Development | Packaging Design | Formula Optimization | Color Matching

- ▶ Evaluated competitive market and brand, identified gaps in product portfolio, and developed new products aligned with brand identity from concept through launch.
- ▶ Updated brand image and market relevance by modernizing packaging and shelf strip/planogram designs and introducing new SKUs that capitalized on current sales trends.
- ▶ Conceived and developed TRUE lipstick collection—a portfolio of 16 high-quality, long-wearing matte and liquid lipsticks with distinctive packaging—that achieved sales goals and established brand presence with new retail partners:
 - Collaborated with lab chemist to develop and optimize product formula/quality.
 - Identified/selected best-selling colors from Studio Gear and competing brands and matched shades into formula.
 - Launched collection into Stage Stores and Bon Ton, contributing to successful presentation to retailer leadership.
- ▶ Created and introduced a foundation extension for darker complexions in Stage Stores, improving brand relevance for the retailer's ethnically diverse customer base.
- ▶ Identified gap in complexion category and sourced/launched turnkey private label featherweight foundation and contour stick with customized packaging into Stage and Bon Ton, achieving strong ROI with minimal investment.
- ▶ Apprenticed under Creative Director, a distinguished beauty industry veteran, to gain expertise in product design and development—from ingredients and textures to color matching, powder press, emulsification, and packaging design.
 - Played an integral role in conducting all foundation color matching for a portfolio of 56 products.

Promotion Planning & Execution | Planogram/Display Design | Visual Merchandising | Field Sales Training Development

- ▶ Collaborated with retailers—Macy's ULTA, Stage, Bon Ton, and Dillard's—on developing GWP promotions; designing planograms, counter displays, and website graphics; generating customer insights; and conducting product training.
- ▶ Salvaged distribution partnership with Dillard's by revamping visual merchandising strategy to enhance customer engagement and alignment with retailer image; presented new strategy to retailer leadership.

- ▶ Led design and development of planograms and fixtures in collaboration with retailer and contractor; developed sales projections and selected product assortments/allocations for each retailer.
- ▶ Key member of team that designed a new complexion planogram for Stage Stores, aiding customers in selecting the best-fit product without testers or sales floor associates.
- ▶ Partnered with Stage and Bon Ton to create and facilitate a field sales training program conveying brand values, identity, differentiators, and key messaging.

Website/Ecommerce Platform Development & Management | Sales Analysis & Reporting | Event Planning & Execution

- ▶ Created brand website and managed design and continuous improvement of the brand's ecommerce platform, optimizing user experience, security, uptime, and backend functionality sustaining a 60% increase in sales volume.
- ▶ Launched/managed new ecommerce sites, conducted social media marketing, and managed inventory turn for 5 parent company brands (Tranquility Mountain, Kim Kimble, One Blonde One Brunette, and 701 NYC).
- ▶ Introduced retailer/region-specific sales analytics, improving product allocation and inventory management practices.
- ▶ Planned and executed co-sponsored event with The Pride Center of New Jersey, hosting a booth with a makeup artist offering expertise in applying makeup for transgender women.

BRAND DEVELOPMENT & MARKETING CONSULTING: Developed marketing campaign and collateral for performing artist Pandora Scooter (2014; 2017). Partnered with The Geekery Comics to develop unique brand identity, logo, graphics, and social media strategy and manage website (2018 to present).

EDUCATION & TRAINING

Bachelor of Science in Marketing, 3.9 GPA, KEAN UNIVERSITY (2018)

Associate of Science in Business Administration, with Honors, 4.0 GPA, MIDDLESEX COUNTY COLLEGE (2015)

Completed Adobe Flash, HTML & CSS certifications

Additional Training: Web Development | Web Design | Programming (HTML 5, CSS, Java Script, and PHP)

Graphic Design | Fred Pryor Effective Communication in the Workplace

Technical Skills: Microsoft Office Suite (Word, Excel, Access & PowerPoint) | Adobe Illustrator, Photoshop, and InDesign (CC) | Shopify | WooCommerce | WordPress | HTML5 | CSS | JavaScript | QuickBooks | Microsoft Dynamics | MailChimp | Constant Contact | GXS Catalog | EDI

COMMUNITY ENGAGEMENT

THE PRIDE CENTER OF NEW JERSEY, INC. – Highland Park, NJ

2013 to Present

Board of Trustees & Marketing Secretary (2013 to Present)

Youth Program Leader / Mentor (2013 to 2017)

Took on multiple leadership roles with organization dedicated to providing education, events, and programs for LGBT individuals and their allies throughout the state of NJ. Serve on leadership team, manage/maintain website, and develop marketing plans/campaigns expanding the organization's visibility and impact.

Branding Strategy Development | Marketing Plan/Campaign Development | Program Leadership

- ▶ Honed the organization's brand identity by redesigning the logo and developing/launching a new website.
- ▶ Played an instrumental role in building up the youth program, launching a Young Adult Social Support function, and revitalizing the Youth Drop-In program for 12- to 18-year-olds, resulting in a 4-fold increase in attendance.
- ▶ Planned/coordinated youth program events and partnered with volunteer coordinator to recruit/screen volunteers.
- ▶ Named "Volunteer of the Year" in 2017 and honored with a "Dedicated Service Award" in 2018.