

# DWIGHT L. MONTGOMERY, JR.

• +1 (904) 654-9069 • [Linkedin.com/in/montgomerydwight](https://www.linkedin.com/in/montgomerydwight)

• Email: [Dwight\\_montgomery@fitnyc.edu](mailto:Dwight_montgomery@fitnyc.edu) • Website: <https://www.dwightmarketing.com/>

## SUMMARY

- Digital marketing and trade marketing expert with 8 years of marketing experience
- Highly skilled in A/B testing, brand management, data analytics, and e-commerce

## WORK EXPERIENCE

### **Julie Schilling, New York, NY**

Sep 2023 – Present

#### **Marketing Consultant, Freelance**

- Advise start-up on how to craft brand identity and marketing strategy
- Direct online retail relationship of Shopify, Walmart, Wolf & Badger, & Not Just A Label

### **Estée Lauder Companies, New York, NY**

Jul 2017 – Jun 2023

#### **Manager, E-Retail (Jan 2023 – Jun 2023)**

- Presented to senior management results of Cologne Intense product relaunch
  - General Manager, Vice President of Marketing, Corporate Finance, Global Brand Leads

#### **Assistant Manager, E-Retail (Jul 2022 – Jun 2023)**

- Spearheaded online retail relationship of Jo Malone USA (Nordstrom, Macy's, Bloomingdale's, Neiman Marcus, Bergdorf Goodman, Dillard's, Saks Fifth Avenue, Blue Mercury, Sephora, Ulta, Cos Bar, Beautylish, Net-A-Porter, & Mr. Porter)
  - Nordstrom \$14.6M, flat to last year | ◦ Macy's \$9.6M, +7% to last year

#### **Associate, E-Retail (Jul 2020 – Jun 2022)**

- Formulated and carried out marketing strategies and tactics for 6 beauty brands (Michael Kors, Donna Karan, Tommy Hilfiger, Tory Burch, Ermenegildo Zegna, & Lab Series)
- Partnered with 7 cross-functional teams as well as 6 agencies to increase online sales and engagement
  - Nordstrom's & Macy's Media Network, SoPost, Syndigo, Numerator, & NPD Group

#### **Marketing Communications Coordinator (Nov 2018 – Jun 2020)**

- Represented 42 field sales team members of Origins and ADF (Aramis & Designer Fragrances)
- Supported Head of Sales with all aspects of communication to and from field leaders, including but not limited to go-to market calendars, promotional offerings, education updates, and eventing

#### **Dual Administrative Assistant (Aug 2018 – Nov 2018)**

- Supervised calendar of 2 executives and coordinated 6 seasonal retailer market meetings

#### **Purchasing Assistant (Feb 2018 – Jun 2018)**

- Acquired office furniture and work materials for 23 brands

#### **Sales Assistant (Nov 2017 – Jan 2018)**

- Monitored sales of 23 brands within corporate employee store

#### **Administrative Assistant (Jul 2017 – Oct 2017)**

- Supervised calendar for Vice President of Global Product Marketing of Tom Ford Beauty

### **UCF Recreation & Wellness Center, Orlando, FL**

Aug 2016 – May 2017

#### **Marketing Assistant**

- Established digital marketing strategies for website, email campaigns, & social media accounts

## EDUCATION

### **Fashion Institute of Technology (FIT) New York, NY**

Master of Professional Studies (MPS), Global Fashion Management

### **University of Central Florida (UCF) Orlando, FL**

Bachelor of Science (BS), Marketing

## SKILLS

- Adobe, Concur, CRM, DAM, Facebook Ads, Google Adwords, Google Analytics, HTML, Microsoft Office Suite (Word, Excel, Notion, PowerPoint, Teams, and Outlook), Oracle, Passport, PIM, Photoshop, Python, Salesforce, Shopify, SMS, SQL, Walmart Marketplace • Fluent in French