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Natalie Fox

Consumer Brand CMO

Lifestyle brand builder with a talent for storytelling and scale

Consumer marketing leader with 15 years of experience creating and growing lifestyle brands in fashion, beauty, and wellness. Specializes in brand positioning, influencer strategy, and multi-platform storytelling.

CONTACT



(000) 000-0000



email@example.com



LinkedIn | Portfolio



Los Angeles, CA

KEY SKILLS

- Brand voice development
- Consumer insights
- Cross-platform media
- Influencer partnerships
- Lifestyle branding
- Market research
- Paid social
- Packaging strategy
- Retail partnerships
- Trend forecasting

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER | SOLÉA SKINCARE , LOS ANGELES, CA
APRIL 2017 – PRESENT

- Launched rebrand that increased DTC revenue by 82% over two years
- Built influencer network of 500+ creators with 20M+ reach
- Expanded into Sephora and Urban Outfitters with co-branded campaigns

HEAD OF MARKETING | LUMI THREADS , LOS ANGELES, CA
MAY 2012 – MARCH 2017

- Created editorial brand content used in major PR campaigns
- Managed two rebrands and a successful Series B pitch deck

EDUCATION

- Bachelor of Arts (B.A.) in Marketing , University of Southern California , Los Angeles, CA | May 2011