

## ETTI SIMON, CBM

CREATIVE DESIGN | RETAIL/BRAND MARKETING | PROGRAMS/ACTIVATIONS

Retail brand marketing management professional with more than 10 years' of success with FootWear International; astute leader and project manager with an impressive record in the footwear and sports apparel sector, across various facets of business, including multi-category design ideation, build production, and event activation.

Innovator with a history of next generation ideas and brand-elevating marketing projects, programs, and initiatives. Envisioned, designed, and delivered buzz-worthy retail and pop up spaces that sparked attention, brought consumers inside, inspired connections, and encouraged engagement in the entire experience.

Lead with a distinctive vision and clear voice across critical stages; consistently creative intents. Leverage teams and forward-thinking industry expertise to align cross-functional stakeholders, engage in creative design and product build pop up locations, execute event activations that drive performance and experiences, and increase profitability and visibility.

## AREAS OF EXPERTISE

- ▶ Installation
- ▶ Production
- ▶ Fabrication
- ▶ Creative Design
- ▶ Social Marketing
- ▶ Brand Experience
- ▶ Consumer Experience
- ▶ Digital/Brick/Pop Up
- ▶ Product Customization
- ▶ Retail Design Strategies
- ▶ Product Offering Strategies
- ▶ Multi-Category Design Ideation

## SELECTED CAREER ACCOMPLISHMENT

- Tapped by senior leadership to manage FootWear International's most high-profile, influential, creative marketing and special projects across the US; managed a portfolio of 20 projects in all stages, including design, ideation, strategy, fabrication, creating space, and inspiring consumer journey through multiple partners and vendors.
- Planned, designed, and executed FootWear International's highly successful West retail marketing programs and activations; managed creation of small experiences and quick-structure pop-up products that elevated the brand and pushed the needle.
- Engaged in all aspects of the StreetFeet Innovation retail marketing and activation; and led the Studio program, including PowerStreet and StreetJ.
- Worked cross-functionally to manage a portfolio of FootWear International's newsworthy instore customization program, including made to order.
- Generated buzz and built momentum with activations, including events at national basketball games, professional baseball games, and all-star events, and soccer championships.
- Exceeded expectations in the design, planning, and production of a mobile pop up of a NYC food truck.
- Executed the successful FootWear International PowerSport9 retail marketing program and winning activations of PowerSport9 Pop Up NY.

## PROFESSIONAL EXPERIENCE

FOOTWEAR INTERNATIONAL | STREETFEET, Calabasas, CA

2010-Present

**Creative Marketing Sr. Manager, Innovation & Special Projects, 2014-Present**

Established strategies and led multiple partners and vendors across the North American sector in multi-category design ideation, build production, and event activation of special projects for FootWear International. Worked in collaboration with internal and external partners and stakeholders to create revolutionary experiences in retail and brand spaces.

### **Creative Marketing Sr. Manager, Innovation & Special Projects, 2014-Present, Continued...**

Oversaw a creative project coordinator in executing strategies that supported FootWear International direct to consumer locations and FootWear International brand pop up spaces in North America, with a primary focus on the NY, LA, Chicago, and Miami marketplace.

#### **Major Contributions**

- Inherited store that did not hit store opening numbers and led design team in identifying a winning solution.
- Presented a case to use a new approach and formula. Persuaded leadership to remove the product from the first floor to create a brand experience.
- Designed a campaign that attracted consumers, featured changes over 6 to 8 months, combined experiences, "social viral" moments for consumers, and finally added products that enhanced the marketing campaign.
- Utilized above approach; formula was adopted across all FootWear International stores in North America, especially at the new FootWear International NYC that opened in 2018.
- Pioneered development of an innovative, hands-on experience, which was unique to FootWear International; fostered the mindset of DIY, designed a program that connected FootWear International consumers to design, and encouraged consumers to create their own products instore, which was well-received by consumers and leadership alike.

### **Customization Creative Manager, 2012-2014**

Conceived, designed, and developed one-of-a-kind on-site experiences for consumers in FootWear International direct to consumer locations. Encouraged customers to experience FootWear International products firsthand through brand pop up product creations.

#### **Major Contributions**

- Led FootWear International's global-level customization development
- Established and implemented the customization process which was highly effective in driving energy and sales in retail environments through various product offerings and customer customization options.
- Set the direction and successfully managed FootWear International Footwear StreetSide Studios and StreetBespoke.

### **Retail Brand Category Manager, Multi-Category, 2011-2012**

Devised strategies and managed the retail brand function across multiple categories including FootWear International Sportswear, FootWear International Basketball, FootWear International Sneakers, and FootWear International Skateboarding.

#### **Major Contributions**

- Designed and implemented the retail brand strategy that was successful in enhancing categories and developing consumer facing marketing through retail executions and experiences.
- Partnered cross-functionally with FootWear International departments on design, production, and activation of marketing programs.

### **Visual Merchandising Manager, FootWear International Los Angeles, 2010-2011**

Planned and managed all store visual merchandising for FootWear International Los Angeles.

#### **Major Contributions**

- Devised innovative strategies for store product presentation that generated interest, maximized square footage, and heightened productivity.
- Created high-impact window displays that aligned with corporate marketing programs.

## **EDUCATION & CERTIFICATION**

SOUTHEASTERN MARKETING UNIVERSITY, Los Angeles, California  
**MA, Marketing & Brand Management**

GLENDALE CITY COLLEGE, Glendale, California  
**BA, Marketing & Brand Management**

PAMIM  
**Certified Brand Manager**