**Elizabeth (Woitel) Mannes**

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[Plum Talent Profile](https://secure.plum.io/p/2oEyo8HQPRWwGxDa1Aq3eA)

**Executive Summary**

* Dynamic, adaptable marketing leader with 15+ years of experience driving product marketing, shopper marketing, and retail merchandising strategies across telecommunications, consumer goods, fashion, and beauty.
* Proven success leading cross-functional teams to launch and commercialize products from global brands including Apple, Google, Samsung, Nike, and L’Oreal.
* A strong communicator who is highly organized and detail-oriented, with a track record of aligning teams, optimizing operations, and driving flawless execution.
* Recognized for building innovative tools, dashboards, and resources that enable data-driven decisions and streamline operations across organizations.
* Passionate about creating meaningful brand experiences that drive sales, strengthen customer experiences, and deliver measurable business impact.
* Adept at connecting creative vision with business objectives, from retail environments and visual merchandising to digital and social engagement.
* Skilled in developing go-to-market strategies, negotiating OEM partnerships, and managing multi-million-dollar budgets to maximize ROI and incremental revenue.
* Entrepreneurial background in fashion design reinforces a strong sense of brand storytelling, trend awareness, and customer-centric execution.