



MYKA CAIN

BRAND STRATEGY & OMNI-CHANNEL MARKETING
BRAND, EMPLOYEE & CUSTOMER EXPERIENCE

CONTACT

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PROFILE

Brand strategy, marketing, communications and events leader with 12+ years experience driving measurable growth and profitability in private and public corporations. Expertise in creating strategic vision and building cross-functional partnerships to foster collaboration, innovation and alignment. Equal parts creative and analytical, with a passion for driving operational excellence for flawless execution.

EDUCATION

MISSOURI UNIVERSITY OF
SCIENCE & TECHNOLOGY
BACHELORS OF SCIENCE:
PSYCHOLOGY
MARKETING

WORK EXPERIENCE

SUFFOLK CONSTRUCTION | BOSTON, MA

SENIOR MANAGER, BRAND CULTURE & EXPERIENCE

JULY 2022 - SEPTEMBER 2023

- Developed FY engagement strategy, reducing turnover by 13% and elevating employee engagement by 8%.
- Developed events strategy for HQ and guided regional events across 10 national offices.
- Developed national internal communications supporting employee experience aligning to fiscal year goals, mission, vision and values.
- Enhanced internal communication channels through systematic testing, driving continuous improvement and ensuring optimal efficiency.
- Implemented streamlined quarterly planning and calendarization fostering cross-functional collaboration, including DE&I and CSR reducing costs, and implementing best practices.
- Led internal & external listening strategies, promoting inclusivity & continuous improvement.
- Management of regional award submissions to Best Places to Work and Great Place to Work.
- Established a corporate Alumni program strengthening brand and alumni relationships.
- Produced executive presentations and knowledge-sharing materials.
- Implemented employee recognition programs to boost motivation.
- Led RFP process for corporate events and CSR platforms in alignment with goals and values.

MARKETING MANAGER, BRAND STRATEGY & EXPERIENCE

APR 2021 - JULY 2022

- Led the GTM strategy for a \$6 billion national General Contractor, managing a diverse brand portfolio across Enterprise, VC, Design, Real Estate Capital, and Self-Perform divisions.
- Management of CEO communications for internal and external audiences including email, Townhalls, All-Company Calls, videos, awards, and events.
- Led the strategic planning process for brand portfolio meetings and events
- Led brand tracker insights, continuously analyzing metrics for strategic decision-making.
- Successfully launched an accelerator program and events, resulting in 100+ applicants, 6 startup investments, and \$150,000 in funding through strategic partnerships, including collaborations with Bain & MIT.
- Directed enterprise-wide rebranding for brand consistency across all business units.
- Developed a comprehensive fiscal year external engagement framework in collaboration with Diversity, Equity & Inclusion, External Affairs, BD and Corporate Giving teams.
- Managed and launched internal data literacy programming for effective decision-making.
- Drove corporate strategic fiscal year planning in collaboration with executives and business unit leaders.

FREELANCE | BOSTON, MA

MANAGER, DIGITAL MARKETING

OCT 2020 - APR 2021

- Orchestrated GTM digital marketing strategies for Wig.com, Paula Young, Wigshop, Salon Silhouettes, Beyond Hair, emphasizing optimization and analysis.
- Collaborated with SVP on marketing forecast, budget, and resource allocation.
- Established robust consumer research and social listening for informed decision-making.
- Managed projects, ensuring alignment with brand strategy across channels.

PROJECTS

MTV'S UNLOCKING THE TRUTH
SOCIAL MEDIA CONSULTANT
RESEARCH ASSISTANT

LAW OFFICES OF
KATHLEEN T. ZELLNER
PROJECT MANAGEMENT
NATIONAL MEDIA MGMT
CASE RESEARCH

SKILLS

ADOBE CREATIVE SUITE
B2B/B2C MARKETING
BRAND MARKETING
BRAND STRATEGY
CONTENT DEVELOPMENT
COMMUNICATIONS
COMPETITIVE RESEARCH
CONSUMER RESEARCH
COPYWRITING & EDITING
CRM & DATABASE MANAGEMENT
DATA ANALYSIS
DEMAND GEN
DIGITAL MARKETING
EVENT MARKETING
EVENT PLANNING
GOOGLE ADWORDS
GOOGLE ANALYTICS CERTIFIED
GTM STRATEGY
LEGAL COMPLIANCE
MAC SYSTEMS
MARKETING ANALYTICS
META BUSINESS MANAGER
MONDAY
MICROSOFT 365
PAID MEDIA
PPC ADVERTISING
PROJECT MANAGEMENT
RETAIL OPERATIONS
SALESFORCE
SEO/SEM
SHOPIFY
SMARTSHEET
SOCIAL MEDIA MARKETING
STAFFBASE
SURVEYMONKEY
USER EXPERIENCE DESIGN
USER INTERFACE DESIGN
WEBSITE DEVELOPMENT
WIX
WORDPRESS

ADAPTABLE
COLLABORATIVE
CREATIVE
DEPENDABLE
DETAIL-ORIENTED
EMOTIONAL INTELLIGENCE
EXCELLENT VERBAL SKILLS
EXCELLENT WRITTEN SKILLS
EXCITABLE
INTERPERSONAL SKILLS
LEADERSHIP
OPEN-MINDED
ORGANIZED
PROACTIVE
PROBLEM-SOLVER
PROCESS-DRIVEN
SELF-MOTIVATED
STORYTELLER
TEAM BUILDER
TIME MANAGEMENT

COLDWATER CREEK | TALBOTS | HINGHAM, MA

MANAGER, BRAND MARKETING & OPERATIONS

AUG 2019 - APR 2020

- Oversaw end-to-end GTM strategy, execution, and optimization of retail, digital, and print campaigns, resulting in enhanced campaign performance and ROI.
- Owned brand, digital, retail, and print strategy initiatives, led cross-functional teams, and developed roadmaps, contributing to improved brand alignment and goal achievement.
- Regularly analyzed and presented campaign performance to senior leadership, driving data-driven strategic decision-making processes.
- Led in-store event marketing strategy.
- Assisted the SVP in managing marketing forecasts and optimizing go-to-market plans, ensuring efficient resource allocation.
- Led market research, monitored competitive trends, and implemented best practices, streamlining organizational processes and enhancing efficiency.
- Served as a project manager and strategy lead for creative processes, ensuring consistent brand alignment across all channels.
- Led CRM and segmentation efforts across channels, contributing to improved customer retention and acquisition strategies.

MANAGER, DIGITAL & CONTENT MARKETING

MAY 2018 - SEPT 2019

- Managed end-to-end GTM strategy encompassing eCommerce, SEO, Paid Search, Display, Affiliate Advertising, Social Media, CRM, and Analytics disciplines.
- Achieved a 30% growth in the CRM database and a 4x increase in email marketing revenue from FY18 to FY19 through an innovative segmentation strategy, targeting smaller, more relevant user groups.
- Directed digital merchandising strategy on .Com platform.
- Achieved a remarkable 46% increase in eCommerce revenue from FY18 to FY19 through a comprehensive overhaul of digital acquisition strategy, funnel optimization, and the implementation of analytics-driven content planning.
- Successfully managed internal partner relationships and mentored a direct team.
- Oversaw agency relationships, programs, budgets, and optimizations.
- Maintained a strategic partnership with the PR agency and managed OOH media buys.
- Led the onboarding and collaboration with new programs in mid and upper-funnel digital channels.

CHICO'S FAS | CHICO'S | WHITE HOUSE BLACK MARKET | SOMA INTIMATES | FORT MYERS, FL

ASSISTANT MANAGER, DIGITAL MARKETING

APRIL 2016 - MAY 2018

- Defined GTM strategies for paid digital channels: Social, Affiliates, Display, SEO.
- Responsible for the buildout of customer funnels for digital channels.
- Maintained VOC dashboard and consumer research strategy and calendar.
- Maintained digital channel calendar, budgets, accruals & relationship with finance & vendors.
- Increased YoY paid media revenue by 30% through improved digital tactics, content strategy, testing and implementing best practices.
- Partnered with Brand to develop in-store event strategy.
- Successfully launched chicosofftherack.com.
- Successfully planned and launched customer acquisition campaign across digital channels to deliver brand equity messaging to prospecting customers.
- Planned and executed record-breaking Cyber Monday and Green Monday sales.
- Managed vendor and media agency relationships.
- Managed all partnerships when launching Amazon Advertising.

SENIOR SPECIALIST, OMNI-CHANNEL MARKETING

MAY 2014 - APRIL 2016

- Responsible for the integrity of the brand for all digital and print activations
- Managed all omni-channel projects including catalog, digital, PR, TV and board meetings
- Assisted in art direction for on-figure & base photography.
- Leveraged consumer data and insights to create a store experience package that is continuously optimized to meet consumer needs.
- Managed product lifecycle and promotional calendar with cross-functional partners.
- In-market message testing across digital, print and stores to optimize message strategy.
- Provided guidance to teams on maintaining brand aesthetic, ensuring the consistent execution of projects in alignment with the brand identity.
- Partnered with Brand to develop in-store event strategy.
- Managed catalog and digital proofing process and budget.
- Maintained all brand marketing visual documentation & communication.
- Managed all traffic/timing issues relating to photo shoots and production.