

Angella Green

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SUMMARY

Solution-oriented professional with over 20 years of experience in branding and marketing. Expertise includes product innovation, sales analysis, strategic planning, market research, graphic design, and revenue growth. Possess a successful track record of leading cross functional teams and managing marketing promotions.

PROFESSIONAL EXPERIENCE

AI Cook, LLC | Los Angeles, CA

09/2022 – Present

Marketing Consultant – instaChef - Automated Restaurant Brand

- Provide marketing, branding and graphics consulting services in the automated hot food vending industry
- Manage ad agency throughout the brand creation process providing guidance and feedback on logo design, website, machine design, merch and POP
- Create video and photo content, art direct and style photo shoots, design graphics for ad campaigns
- Spearhead new menu launches for company vending machines, promotion project management from start to finish
- Analyze 3rd party, competitive and industry research to create and present go to market strategies and create client pitch decks
- Explore, compile and present available marketing tactics to increase daily sales
- Analyze sales including product sales mix, location sales, transactions and average check to provide promotional tactics
- Manage advertising and print service process by negotiating contracts, provide art direction and propose monthly promotions
- Collaborate with digital marketing to recommend go forward strategies for SEO, paid search and geotargeted social campaigns
- Copy writing including press releases, ad campaigns, social media, menu descriptions, website and client presentations

Yoshinoya America, Inc. | Torrance, CA

Marketing Consultant

11/2021 – 02/2022

Marketing Director

12/2013 – 08/2021

- Directed marketing and brand management of the \$100MM Yoshinoya Japanese Kitchen brand for 105 restaurant locations
- Oversaw brand revamp including new logo, restaurant remodel, menu offerings, menu board redesign, repositioning, and messaging which helped achieve an average 5%+ increase in store revenue (SSS) and transaction growth for 6 consecutive years
- Led cross functional teams and marketing efforts for all new product development; including Orange Chicken which led to 10% same store sales increase during promotion and 13% product mix, the highest product mix for menu introductions to date
- Created an email program and managed loyalty member email marketing campaigns which included monthly calendar creation, copy writing, graphic design and execution, leading to 25.2% open rate and 2.7% CTR
- Led outbound marketing promotions and campaign management (forecasting, cost of goods analysis, sales analysis, art direction) resulting in 3% direct mail promotion redemptions and 10X ROI
- Spearheaded redesign and execution of new company website improving aesthetics, adding keywords, menu formatting and brand story, and ADA compliance, leading to a 12% SEO traffic increase
- Managed grand opening marketing efforts for 15 new restaurants including grand opening day events, direct mail, out of home, in restaurant sales materials and paid social; exceeded opening project sales metrics by an average of 15%
- Performed marketing analysis for all product tests and campaigns including profitability, product mix, forecasting, sales, transactions, average check
- Conducted in house and 3rd party qualitative and quantitative market research, managed research agencies, compiled and presented results, communicated go forward recommendations to the leadership team
- Communicated monthly and annual marketing plans, product promotion results and campaign updates to operations leadership, business partners and franchisees
- Manage store listings on Google and Yelp for accuracy of information for all locations

Panda Restaurant Group, Inc. | Rosemead, CA

08/2008 – 12/2013

Senior Brand Manager

- Directed brand management of the \$1.8B Panda Express brand (menu and packaging development, positioning, and messaging)
- Led menu development processes; created product positioning, managed timelines/delivery, and coordinated consumer research
- Drove results by leading marketing initiatives of new product promotions such as Honey Walnut Shrimp which earned \$21M incremental EBIT in 2010 and Peppercorn Shrimp which contributed to the new product growth of 2.5% incremental SSS in 2012
- Managed advertising agency throughout creative process for in store signage, TV commercials, radio, direct mail, and website
- Created educational training guides and conducted training sessions for operators for new product and promotion launches
- Spearheaded redesign of select packaging to improve efficiency and eco-friendliness while reducing costs

- Initiated health initiative *Wok Smart*, highlighting lower calorie menu offerings and brown rice as a healthier side option
- Mentored and developed a team of 3-5 junior level associates; provided analytical coaching and feedback to ensure growth
- Awards:
 - 2011 Menu Master Award for Honey Walnut Shrimp as a new product launch, restaurant industry award
 - 2010 Exceptional Results Achiever Award, Panda Restaurant Group

Hain Celestial Group, Inc. | Culver City, CA

02/2001 – 08/2008

Brand Manager, Jason Natural and Queen Helene

- Managed B2B and B2C brand and marketing efforts of \$25MM Jason Natural and \$25MM Queen Helene (cosmetic brands)
- Led new product process including concept, formula management, sales forecasting, competitive analysis, and advertising for line extensions and new concepts
- Used sales and industry data (SPINS, IRI, Nielsen) to make product launch decisions such as a line extension adding a lavender body wash SKU which became a top 3 company SKU within 6 months
- Directed the complete redesign of the Jason Natural website and product line, consisting of over 150 SKUs to meet customer requests and natural and organic labeling requirements within 12 months
- Created P&L statements from scratch and managed product costs, pricing, forecasts and profitability
- Supported sales team by creating and supplying product specifications, launch materials, sales kits, sell sheets, planogram, product samples, training materials, sales and market data, and product imagery
- Led advertising efforts by creating and managing budgets, negotiating ad contracts, timelines, and supplying art direction
- Managed PR company and supported media tours, conducted interviews, copywriting, editing, and monitoring of the PR agency
- Attended and assisted in planning industry trade shows, met with media as well as domestic and international store buyers
- Awards:
 - 2006 Outstanding Performance, Brand Redesign, Jason Natural Products
 - 2004 Outstanding Performance, Goals Achieved, Jason Natural Products

EDUCATION & TRAINING

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| Digital Marketing Institute, American Marketing Association, Digital Marketing PRO Course | 2021 |
| Google Digital Garage – Fundamentals of Digital Marketing | 2021 |
| University of Southern California, Marshall School of Business Strategic Management Course | 2014 |
| University of Southern California, Marshall School of Business Leadership Course | 2011 |
| Franklin Covey, 7 Habits of Highly Effective People Signature Course | 2008 |
| California State University, Northridge | 2003 |
| <i>Bachelor of Science: Business Administration Emphasis: Business Management</i> | <i>Cum laude GPA: 3.66/4.00</i> |

SKILLS & QUALIFICATIONS

Core Competencies: Creative direction, forecasting, promotional marketing, consumer insights, branding, analysis

Technical: Microsoft Office Suite, Adobe Photoshop, Adobe Illustrator, Adobe Express, social media, Mailchimp

Personal: Detail-oriented, team leader, problem solver, multitasker, resilient, strategic, determined, and adaptable