

Kathryn Largent

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KEY COMPETENCIES

Exceptionally experienced leader and mentor in operations, and global marketing, with a unique blend of capabilities that include multimedia, and print design. A strategist with capabilities in sales generation, and brand development. Driving a wide range of initiatives with positive results in fast paced environments. A standout in strategic planning and creation of standard operating procedures that encourages a productive and healthy work environment. Keen ability to see projects in both macro and micro levels, resulting in improved efficiencies and increase productivity and clear P&L benefits of each opportunity. Passionate and innovative mindset within multiple creative platforms.

Areas of expertise include...

CREATIVE/MARKETING

- Brand Awareness
- Visual Style
- SM Advertising & Marketing
- Style Guides & Catalogs
- E-com & HTML

DESIGN

- Web Design
- Tradeshow Design
- Product Design
- Design Layout
- Art Direction

LEADERSHIP

- Team Development
- Project Management
- Financial and Cost Analysis
- Collaborative Communication
- Operations

EXPERIENCE

Global In-Store Marketing Director | SKECHERS

7/2012 - Current

Play a key role in the to-end-to end growth strategy for the wholesale business, effectively prioritizing multiple opportunities responsible for final decisions and outcome. Efficiently lead and manage design production from concept through completion, including visual style and branding. Hold responsibility for more than 1,500 in-store marketing presentations per year and the design, production, and distribution of more than 300 different types of point of purchase displays with budgets in excess of 5.5M. Evaluate launch outcomes and reintegrate operations back to organization. Ensure all marketing and advertising campaigns are effective and value added. Collaborate with cross functional teams to establish vision, conceive designs, and complete deliverables within project deadlines and requirements. Complete the end-to-end design process including proofing, packaging, and deploying of digital files. Manage large-scale projects, which showcase annual campaign events.

KEY ACHIEVEMENTS:

- Generated high-impact initiatives and ideas that increased sales within the company from \$1.5B to \$5.5B.
- Developed and implemented a shop-in-shop program, allowing Skechers to share their brand message in more than 2,000 stores across 60 countries. Leading with the largest shop-in-shop designed to date in the UK, and Spain.
- Introduced a tool that measures compliance and creates action items to improve compliance by 85%; tool is now utilized company wide.
- Led the initiative for Skechers to launch its first ever window at both Macy's and Famous Footwear on 34th Street in New York City, leading to an increase in sales by 30%.
- Developed and implemented vendor vetting and compliance program, reducing cost by more than 15%.

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EXPERIENCE

Retail Marketing Manager | VERIZON/CELLPHONE

10/2010 - 7/2012

Created design themes, visual style, branding and graphics for all retail locations. Provided creative direction for all social media platforms, blog content, print ads, direct mail, and all other marketing, with a community-based approach. Maintained style branding and aesthetic compliance reporting. Collaborated and communicated with cross-functional teams to complete market analysis, which drove traffic and increased sales. Using customer behavior research, developed planograms to ensure path-to-purchase aligned with customer behavior.

KEY ACHIEVEMENTS:

- Provided leadership to construction and design teams in the opening of more than 10 retail locations.
- Created and implemented standard operating tools, used when onboarding and training sales associates.
- Successfully executed product launch programs in-store and online utilizing website, e-mail, social media and direct mail.

EXPERIENCE

Creative Visual Arts Director/Marketing | QUIKSILVER

7/2002 - 11/2009

Play a key role in the to-end-to end growth strategy for the wholesale business, effectively prioritizing multiple opportunities responsible for final decisions and outcome. Successfully provided leadership as well as conceptualized and designed marketing initiatives for a total of 18 brands in more than 80 countries. Led and managed design from concept through completion of brand identity in California, Canada, New York, Utah and South American Corporate offices. Managed all global partners, to ensure all brand aesthetics and requirements were met. Designed and managed more than 300 marketing and promotional events nationwide, with a focus on collaborating with other likeminded brands. Presented all concepts and designs to senior leadership, which included visual representations and solutions. Created art exhibits and managed national sales meetings.

KEY ACHIEVEMENTS:

- Designed award-winning trade-show booths and successfully managed an \$8M marketing program, which included eight booths and participation in fifteen large events per year.
- Created and executed a streamlined project management system, which resulted in an average savings of 35% across payroll, installation, travel, logistics and I&D.
- Played a key role in the launch of Quiksilver Women's and the Kelly Slater lines.
- Designed and cultivated partnership with Airstream to create the first Quiksilver-Bambi.

Affiliations

- Toastmasters – President
- Make-A-Wish – Volunteer/Wish Grantor
- Autism Speaks – Volunteer/Event Coordinator
- Get Safe – Volunteer/Marketing
- Compton Initiative – Volunteer