PAUL HOLLOWELL

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CONSUMER MARKETING EXECUTIVE

Growth-focused marketing leader with 15+ years scaling retail, DTC, e-commerce, and membership-based brands. Combines P&L ownership, performance marketing, brand strategy, and cross-functional leadership to grow revenue, improve efficiency, and strengthen acquisition and retention across billion-dollar national brands and a 7-figure exit.

EXPERTISE

P&L & Creative Leadership | Omni-Channel Strategy | E-commerce Strategy | Team Development
Retail & DTC Marketing | Brand Identity & Management | Board Relations | Strategic Partnerships
Cross-Functional Leadership | Vendor & Agency Relations | Crisis Communications | Contract Negotiation

SIGNATURE ACHIEVEMENTS

- **INTEGRATED MARKETING STRATEGY:** Pioneered mobile messaging campaign that launched the largest mobile-marketing database in the US at the time, the cornerstone of a new multi-channel strategy.
- **BRAND LAUNCH:** Concepted, launched, and grew a subscription-based multi-location spa into a multimillion-dollar business; achieved positive cash flow within 3 months and consistent EBITDA growth for 10 successive years.
- **DATA-DRIVEN RESULTS:** Improved ROI by 14% while marketing revenue grew 79% during the critical Holiday period. Leveraged experience to build hypotheses, but let the customer, though data, drive the decisions. This mindset allowed the agility to adjust to rapidly changing insights and circumstances.
- **STRATEGIC PARTNERSHIPS:** Developed partnership with Facebook in 2007 as one of their first national advertisers; established early-mover advantage to shape marketing processes at Facebook.
- **CRISIS COMMUNICATIONS:** Mitigated significant financial and legal risk exposure due to website inventory issue selling non-existent products to thousands of clients; crafted a response tree and drove coordination with customer service and store leaders to develop appropriate language, minimizing liability.
- **PUBLIC SPEAKING:** Chosen speaker at multiple national communications industry conferences; spokesperson for Small Business Majority featured on CNN.

EXPERIENCE

LUX GROUP | ***Founder & CMO*** | Dallas, TX ***2014 – 2025***

Launched LUX Group, a brand concept incubator, targeting low penetration industries in the ultra-premium segment through integrated marketing, PR, and advertising strategies. Culminated in successful 7-figure sale of the brand.

- Concepted, launched, and grew LUX, an ultra-premium, subscription-based spa brand, into a multimillion-dollar business; achieved positive cash flow within 3 months and consistent EBITDA growth for 10 consecutive years through disciplined cost management and strategic vendor negotiations.
- Drove double-digit revenue growth every year of operation by identifying underserved customer segments and building targeted acquisition strategies across owned, earned, and paid media.
- Spokesperson for Small Business Majority, an advocacy group for public policy solutions, regarding pandemic legislation; interviewed by CNN and local networks regarding paycheck protection policies.
- Scaled for growth and boosted KPIs through subscription and loyalty programs that increased recurring revenue and drove annual customer retention above 90%.
- Promoted a culture of quality and learning through ongoing training, recognition, and continuous improvement; coached/mentored team members for leadership roles.

CHARLOTTE RUSSE HOLDINGS | ***Director of Marketing*** | San Francisco, CA ***2009 – 2014***

P&L and creative ownership for $1B national fashion retailer (+500 locations). Led strategic integrated marketing communications planning and execution.

- Exceeded directly-attributable marketing revenue goals by $1M and beat ROI target by 48 basis points through conception and implementation of interactive marketing ROI-improvement program.

- Launched social networking initiatives; within six months USA Today referenced Charlotte Russe as a "social-media supernova" (12/28/09.)
- Cross-functional team leader in a highly matrixed environment. Easily transitioned from presentations to the board of directors to mentoring managers in multiple departments.
- Instituted an industry-leading attribution system to link online engagement with in-store purchases, resulting in significantly enhanced measurement accuracy and a 20% improvement in ROI.
- Pioneered mobile messaging campaign in 2009 that became the largest mobile-marketing database in the US at the time and the cornerstone of Charlotte Russe's new multi-channel strategy.
- Selected, hired, and managed multiple agency vendors. Negotiated mutually beneficial agreements that reduced agency fees by as much as 30%.

WILLIAMS-SONOMA, INC. | ***Sr. Online Marketing Manager*** | San Francisco, CA ***2008 – 2009***

Led online marketing strategy and partner contract negotiations across multiple brands. Owned P&L as internal expert to executive management and board.

- Launched Williams-Sonoma's first multi-channel advertising initiatives; partnered with Google on the first iteration of their in-store shopping programs.
- Achieved cost-per-click reduction of 42% through negotiation with service providers and protection of company trademarks on search engines.
- Delivered executive presentation as speaker at the annual Online Marketing Summit: San Jose, California.

GUESS, INC. | ***E-commerce Marketing Manager*** | Los Angeles, CA ***2004 – 2008***

Crafted and executed online marketing strategy across five distinct brands for $2.1B corporation.

- Launched social media properties safeguarding decades of brand equity while enhancing customer interactivity.
- Developed partnership with Facebook in 2007 as one of their first national advertisers; established early-mover advantages and helped to shape marketing processes at Facebook.
- Increased return on ad spend by 129% during Q4 2007 – established new initiatives and boosted efficiency of existing programs.
- Optimized online advertising, homepage campaigns, and email marketing strategies through establishment of strategy management and creative development partnership with Web Design Manager.
- Generated exponentially higher conversion rates and lower opt-out rates through conceptualization and implementation of behaviorally targeted email campaigns.

Prior Roles:
GUESS, Inc. | Men's Wholesale Merchant, Buyer

ADVISORY & LEADERSHIP

SKU ACCELERATOR | ***Advisory Mentor*** |Austin, TX ***2024***

- Selected to mentor emerging CPG brands on performance marketing, digital acquisition, and brand scaling strategies.

CASA OF TRAVIS COUNTY | *Volunteer Advocate* | Austin, TX ***2024***

- Appointed by the court to advocate for the best interests of children in the foster care system, managing complex case files and collaborating with legal and social services.

PRESS ENGAGEMENTS

Wall Street Journal ("Youthful Brands Text Customers") | CNN, WFAA Small Business Majority Spokesperson
Online Market World: San Francisco | Online Marketing Summit: San Jose
Mobile Marketing Strategies Summit: San Francisco | Mobile Insider Summit: Florida

EDUCATION

B.S., Business Management, Emphasis: Marketing | University of Phoenix