

# ROLAND FIGUEREDO II

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## SUMMARY

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Driven and poised marketing and retail development professional with experience in retail, wholesale and brand marketing. Ability to execute marketing initiatives from concept to completion. Enthusiastic about working in collaborative environments, and implementing complex, innovative projects that connect consumers with brands that can enrich their lifestyle.

## WORK EXPERIENCE

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|-------------------|---|---------------------|
| 12/2019 – Current | <b>King Retail Solutions</b><br><b>Director of Business Development</b>   | <b>Eugene, OR</b>   |
|                   | <ul style="list-style-type: none"><li>• Manage and grow large national account relationships</li><li>• Lead and develop in-direct revenue generation, via Channel Partnership development, and other strategic growth opportunities</li><li>• Develop annual business plan for Corporate Development</li><li>• Supervise Business Development team</li><li>• Direct implementation and execution of sales policies and practices</li><li>• Recommend sale strategies for improvement based on market research and competitor analyses</li><li>• Build meaningful business relationships and grow new revenue opportunities</li><li>• Provide customer service to existing accounts</li><li>• Create and maintain an active prospecting database and pipeline in each business segment (Grocery, C-Store, QSR, etc.)</li><li>• Deliver monthly reporting of pipeline, forecast and activity using Salesforce</li></ul>   |                     |
| 10/2017 – 4/2019  | <b>Simon Property Group</b><br><b>Director of Marketing and Business Development</b><br><b>Woodbury Common Premium Outlets</b>  | <b>Woodbury, NY</b> |
|                   | <ul style="list-style-type: none"><li>• Develop and execute an annual marketing plan which strategically utilizes all platform programs, supports the corporate marketing objectives and positively impacts the center, core financial objectives</li><li>• Implementation of business development revenue opportunities including mall assets, media assets, and mall programming to achieve the financial sales goals of the property</li><li>• Develop and implement retailer intensification strategies that drive awareness and sales</li><li>• Manage data input and use of Salesforce as related to tourism, deal management, lease actions, and inventory</li><li>• Drive the growth and engagement of our social media channels, as well as data collection, SMS, and Email</li><li>• Oversee management and budget of the Guest Services operation</li><li>• Hire and oversee all work assigned to the Assistant Marketing Director, Marketing Administrative and Marketing Coordinator</li></ul> |                     |

4/2014 - 6/2017

**Calvin Klein, Inc.**

**New York, NY**

***Director of Marketing, North America Retail***

- Managed all in store marketing (180+ stores in US and Canada; outlet + specialty stores)
- Managed all digital communication to loyalty database; weekly, seasonal, holiday and automated emails (5M+ Preferred customers)
- Responsible for \$5M marketing budget for all marketing + visual expenditures
- Supported President of NA Retail providing marketing insights and formulated weekly, quarterly, and seasonally marketing promotions
- Contributed to yearly sales of \$600M with a 33% increase in loyalty sales (\$150M vs. \$113M) and a 110% increase in loyalty sales lift (\$44M vs. \$20M)
- Developed regional marketing plans at international and domestic centers
- Purchased paid advertising + web banners in our top centers
- Increased loyalty database by 3.5M in 2 years
- Managed all marketing and creative briefs and partnered with in house marketing team
- Developed and distributed weekly in store marketing, regional marketing and digital marketing calendars
- Executed graphic and window banner rollouts for seasonal and sale events
- Communicated and instructed Field Team to execute marketing initiatives
- Collaborated with Store Communications + Ops team for store procedures/standards
- Supervised In-Store Marketing Manager, Digital Marketing Manager and Marketing Coordinator

8/2011- 4/2014

**Phillips Van-Heusen**

**New York, NY**

***Director of Wholesale Marketing***

- Managed seasonal photo shoots for POS/Advertising and telemarketing needs
- Determined needs, sought approvals, and managed budgets for all fixtures
- Executed graphic rollouts for seasonal and sale event POS materials
- Managed our wholesale ecommerce business
- Managed budgets for all Marketing/POS and shop expenses
- Partnered with our Field Merchandising team
- Implemented fixture and collateral installations at department store accounts
- Supervised Internet Marketing Manger, Marketing Manager, and Marketing Coordinator

8/2002 - 8/2011

**Phillips Van-Heusen**

**New York, NY**

***Manager-Marketing & Retail Development***

*(Dress Shirt Group and Sportswear Division)*

- Managed over 18 brands and assisted with our amazon.com dress shirt store
- Coordinated seasonal photo shoots for POS/Advertising and telemarketing needs
- Executed graphic rollouts for seasonal and sale event POS materials
- Maintained and updated showrooms seasonally
- Assisted with our coordinator and selling specialist teams
- Implemented fixture and collateral installations at department store accounts

10/2001- 8/2002

**Phillips Van-Heusen**  
**Licensing/PR Manager**

**New York, NY**

*(Van Heusen, Arrow, and Geoffrey Beene)*

- Provided all marketing and design direction to over 30 international licensees
- Prepared and maintained detailed records relating to approvals, market share, and sales
- Communicated with each licensee on a weekly basis
- Planned yearly Global Licensing Meeting with over 250 attendees

6/2000 -10/2001

**Phillips Van-Heusen**  
**Management Trainee Program**

**Bridgewater, NJ**

- Piece-goods Assistant
- Merchandising Coordinator
- Customer Service Representative

**SKILLS:**

Proficiency in Microsoft Office Suite (Word, Excel, Access, PowerPoint, Outlook, SharePoint) and Adobe Creative Cloud (Photoshop, InDesign, Illustrator).

- Critical Thinking
- Customer Service
- Time Management
- Account and Project Management
- Price Negotiation (Marketing and Advertising buys)
- Training and Development
- Active Learning

**EDUCATION:**

**The College of New Jersey**

**Ewing, NJ**

Major in Business Management

Minors: Marketing & Human Resources

Bachelor of Science Degree; Graduated 6/2000

Honors: Dean's List

Treasurer, Political Science Club

Member, Future Business Leaders of America

Mentor, Minority Mentoring Program