

KENNITHA GRANT

LUXURY BRAND MANAGEMENT

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PROFESSIONAL OVERVIEW

With over 10 years of experience in the luxury industry, I am a passionate and results-oriented brand strategist who specializes in creating comprehensive and distinctive environments. I have successfully conceptualized and implemented marketing initiatives, sales goals, and project plans for national and global brands in fashion, publishing, technology, and interior design. Driven by a purpose to masterfully unite clients with luxury brands that represent high-quality, excellence in execution, social and environmental responsibility, and long-lasting diverse connections and partnerships.

WORK EXPERIENCE

Professional Development | Career Break

July 2022 - Present

- Personal development for luxury business management. I am currently taking courses to enhance my skill set and prepare me for leading luxury brands of the future utilizing various channels in digital strategy, marketing, and communication to meet the expectations of a luxury brand's vision and strategy.

Luxury Interior Design Consultant | Ballard Designs, Charlotte, NC

2020-2022

- Directed project management initiatives for conceptualization through development, implementation, and management.
- Coordinated and collaborated within and across organizational lines to review and improve revenue sources utilizing data integration.
- Planned and implemented growth strategies by communicating with internal stakeholders, and increased retail location revenue by 47%.
- Participated actively in design reviews to ensure that all proposed design changes were evaluated; successfully identified potential issues before implementation.

Residential Master Sales Executive | Red Ventures, Indian Trail, NC

2017-2020

- Generated new business in order to maximize revenue growth, profits and market share by integrating a strategic sales strategy with financial goals of the organization.
- Retained existing customers by conducting proactive consultative needs analysis to optimize their internet collection and presented upgraded tailored solutions.
- Identified and adapted to shifting priorities and territories, delivering flexibility, and resourcefulness to exercise competitive-edge and brand equity.

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WORK EXPERIENCE CONTINUED

Audience Development Executive | Conde Nast, ACBJ Charlotte, NC

2013 - 2017

- Supplied strategic oversight of leadership in developing monthly campaigns and events regarding the highest subject matter experts (SME) experience and business relation standards as they relate to Silicon Valley Business Journal comprehensive and event strategy initiatives.
- Developed event plans for leading sponsors to inspire members to increase subscription engagement and investments with the business publication.
- Optimized email marketing strategy to increase click-through rates by 40% in 6 months.

Luxury Sales Manager | Burberry, Charlotte, NC

2009 - 2013

- Developed and implemented sales strategies that resulted in a 50% increase in traffic, and a 20% increase in profitability for retail location within the first year.
- Lead and motivated a sales team of 10 to achieve sales initiatives, resulting in 15% increase in client satisfaction.
- Analyzed competition activities and developed strategies to increase client engagement through the Burberry Experience, specialized luxury events, and digitalization.

EDUCATION

Academy of Art University | San Francisco, CA | MFA – Fashion Marketing and Branding

Strayer University | Charlotte, NC | BS – Business Administration Minor: Marketing

PROFESSIONAL SKILLS

Effective Communication	Digitalization	Strategic Planning	Analytical Thinking
Team Management	Sales Process	Event Strategy	Detail-Oriented
Problem-solving	Time Management	Business Development	Decision-making

TECHNICAL SKILLS

MS Excel	Photoshop	Salesforce	NetSuite
Google Workspace	Illustrator	Asana	Google Analytics
Microsoft Office	InDesign	MS Project	Tableau

PROFESSIONAL DEVELOPMENT

Project Management Google Career Certificate	2023
Business of Luxury Sotheby's Art Institute	2023
Diversity, Equity + Inclusion Coursera	2022
Event Planning UNC Charlotte Studies	2018