



Sade Benjamin

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 sadebenjamin.com

Competencies

Data Interpretation and Insights
Design Thinking Methodology
Inclusion Concepts
Mentorship and Training
Presentation and Storytelling
Product Marketing
Value-Based Communication
Vendor Management
Zero-Based Budgeting

Tools

Analytics Tools
(Tableau, Domo, PowerBI, Adobe)

CRM Platforms
(Invision, Sketch, XD, Flinto)

Content Management
(Umbraco, Orchestra, Experience)

Adobe Suite
(Experience, Photoshop, InDesign, XD)

Skills

Segment Marketing Strategy



Employer Branding



Data Analysis



Research Methodologies



Content and Creative Management



Professional Experience

Manager, **Corporate Strategy and Transformation, PepsiCo**

10/21 - Present

- Consulted cross-functional leaders to create and communicate value of proprietary operations technology.
- Responsible for sustaining processes and maintaining tactic knowledge of products capabilities across portfolio.
- Led research that informed PepsiCo operations; new programs, process improvement, reduced variability, and optimized key results such as increasing accuracy (sales projections) or reducing production time.

Senior Manager, **Enterprise Strategy and Marketing, USAA**

5/20- 10/21

- Implemented opti-channel media tactics to deepen correlation between above and below line channel performance.
- Consulted paid media and maximized email spend through refined audience segmentation –resulting in open rate increase by 3.2% and CTR increase 5.4% among low to moderate income loan segment.
- Garnered leadership buy-in for Optimization Strategy that maximized SEO research, reduced SEM spend, and employed headless CMS to increase impressions and foster omnichannel experiences for users on the long path-to-conversion.
- Mocked-up and pitched new technology to c-suite that ranked 3rd place in innovation competition of 48 teams.

Planner, **Business Products and Sales Enablement, Toyota**

07/17- 05/20

- Led awareness and retention research inclusive of exploratory, descriptive, and causal tactics to inform a sales enablement strategy that met the aligned and conflicting needs of manufacturer and dealers.
- Developed framework for turnkey customer education programs in alignment with go-to-market strategy to improve customer experience score, mitigate the risk of information inaccuracy, and reduce call-center volume.
- Garnered 38% lift in dealership engagement by leveraging cross-functional relationships, corporate sponsorships, and celebrity influencers to enhance go-to-market strategy for Toyota Olympic | Paralympic partnership.
- Represented Toyota at leadership and industry conferences to identify new dealership customer solutions: Disney Institute, Ritz Carlton Guest Experience, Adobe Summit, Tableau Conference, AfroTech and more.

Product Manager, **Business Product Management (Intranet), Walmart**

7/16- 5/17

- Developed the executive business case for a global product (Walmart One) redesign that increased productivity for associates and retail partners completing over 19 million weekly visits.
- Led cross-functional team of engineers, designers, UX researchers, legal and other stakeholders in solving complex issues through the product development process to enhance product and deliver sustainability toolkits.
- Defined a relevant OKR and helped team achieve a reduction of time-on-site by optimizing navigation, information hierarchy, and load time while delivering product 3-weeks ahead of schedule.

Project Manager, **Employer Brand Management, Walmart**

5/12- 7/16

- Developed segment strategy and tactics to improve candidate experience, increase conversion and exceed multi-channel engagement scoring across college, veteran, ecommerce, and logistics market segments.
- Grew walmartcareers.com traffic to 15 million monthly unique visitors and reduced bounces by 6%.
- Optimized veteran segment landing page and email program to yield over 7k monthly impressions and drive open rates upward of +5% and click-through +0.94%.

Education

University of Illinois at Urbana-Champaign, 2020

Master of Business Administration, Marketing and Strategic Innovation

Monroe College, New Rochelle, New York, 2012

Bachelor of Business Administration, Marketing

Achievements and Associations

- Certified SCRUM Product Owner
- Google Sandbox Participant
- Court Appointed Special Advocate
- IBM Certified Design Practitioner
- National Black MBA Member
- Dallas Chamber of Commerce YP Member