

Brand Development & Marketing Consulting

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Aniyah Smith

About Me

- Currently Associate Mgr of Global Brand Marketing at bareMinerals taking products from concept to launch through a stage-gate innovation process with cross-functional stakeholders
- Consulting experience in beauty, consumer goods, consumer-facing tech and media
- Venture coach at Northeastern University's IDEA venture accelerator
- Education:
 - MBA from Northeastern University, with concentrations in Analytics and Marketing
 - BS from FIT in Cosmetics and Fragrance Marketing, with a minor in Design Thinking



Mission

Bring your cutting-edge, early-stage brand to the next level with data-driven strategy and tailored research.

My goal is to change the way people interact with brands and build a strong, inclusive community that propels your vision to shape the next generation of lifestyle and consumer-facing tech.



Services Offered

Pitching:

We work together across sessions to refine your pitches and presentations for funding rounds, expos, conferences, and more

Marketing:

Develop key marketing pillars and effective go-market strategies and campaigns that are relevant to the brand identity

Branding:

Develop key brand pillars and voice to strengthen the brand's relation and relevancy to the target audience

Innovation Strategy:

Build innovation strategy to create products based on trends that are relevant to the brand's identity and consumers

Industry Positioning:

Gaining a better understanding of where the business is competitively and building a strategy to position it for success among the industry

The Approach

An overview of how we'll work together

Phase 1: Collaborate

We'll work closely to understand your needs and goals, and realize where your business is and where it wants to be

Phase 2: Research

I'll do research and develop actionable solutions to your needs

Phase 3: Results

We'll meet twice more to go over implementing the process, and again in six months to discuss results



CONTACT

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Email to schedule a consultation

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Case Studies

Kaolin Beauty

Zero-waste beauty

- Problem: Brand lacked story around product and mission that would attract investors
- Work: Coached the founder to refine her pitch deck and talking points to really emphasize her point of difference in the saturated market
- Results: Kaolin Beauty placed 1st in the pitch competition, and secured \$2,500 in funding



4AM

A digital branding agency

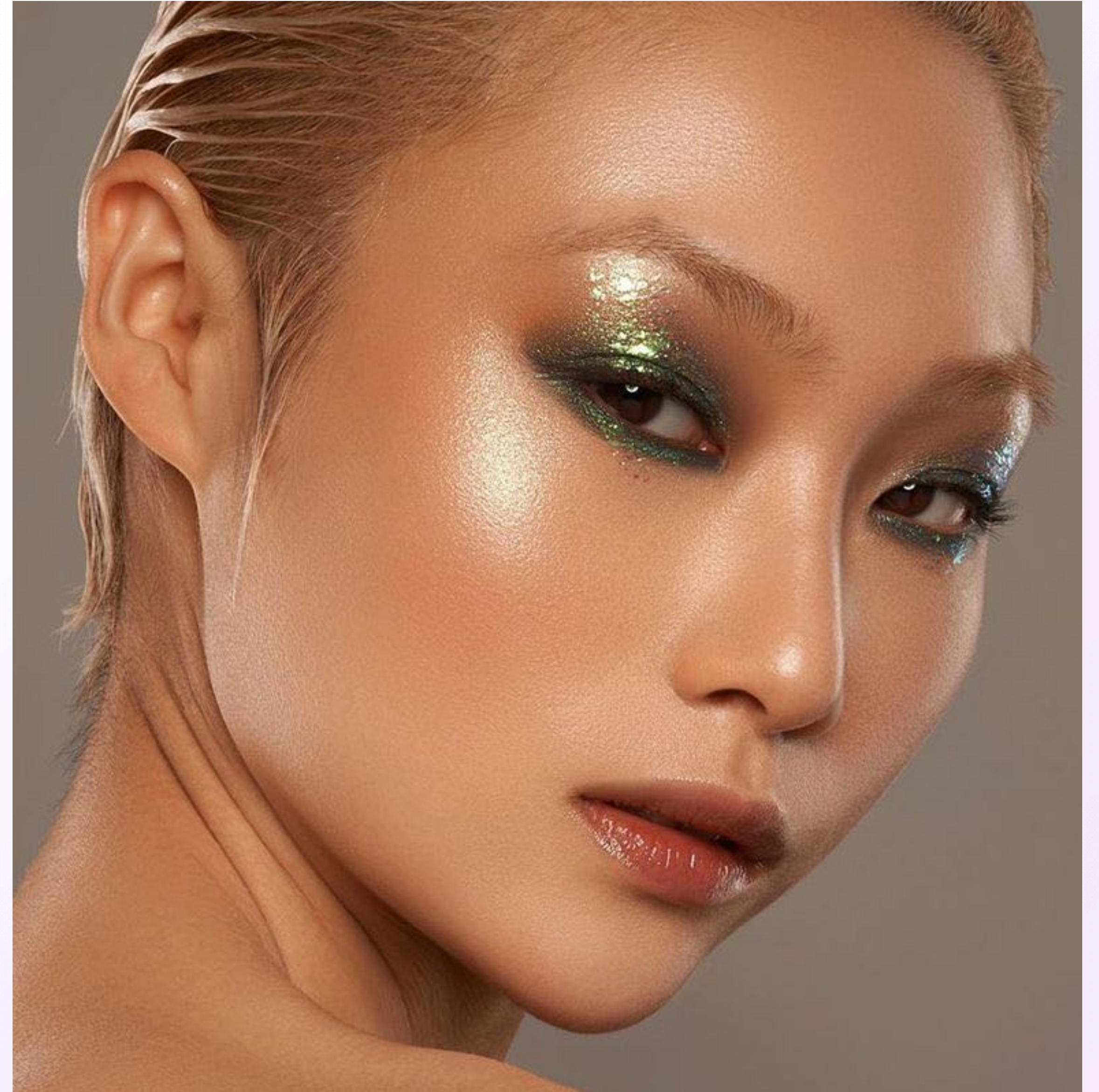
- Problem: Needed a strategy to grow their clientele and portfolio
- Work: Developed an outreach and referral program for them to implement as they grew
- Results: The company has grown to have clients such as BearBottom Clothing, and Blue Moon Los Angeles



Danessa Myricks Beauty

A namesake beauty brand

- Problem: Wanted to build an engaged community among loyal consumers
- Work: Developed an influencer program to make the founder more personable and give the products an emotional background
- Results: The company social platforms engagement increased +1.2%



Stô

A scooter that can fold down to fit into a backpack

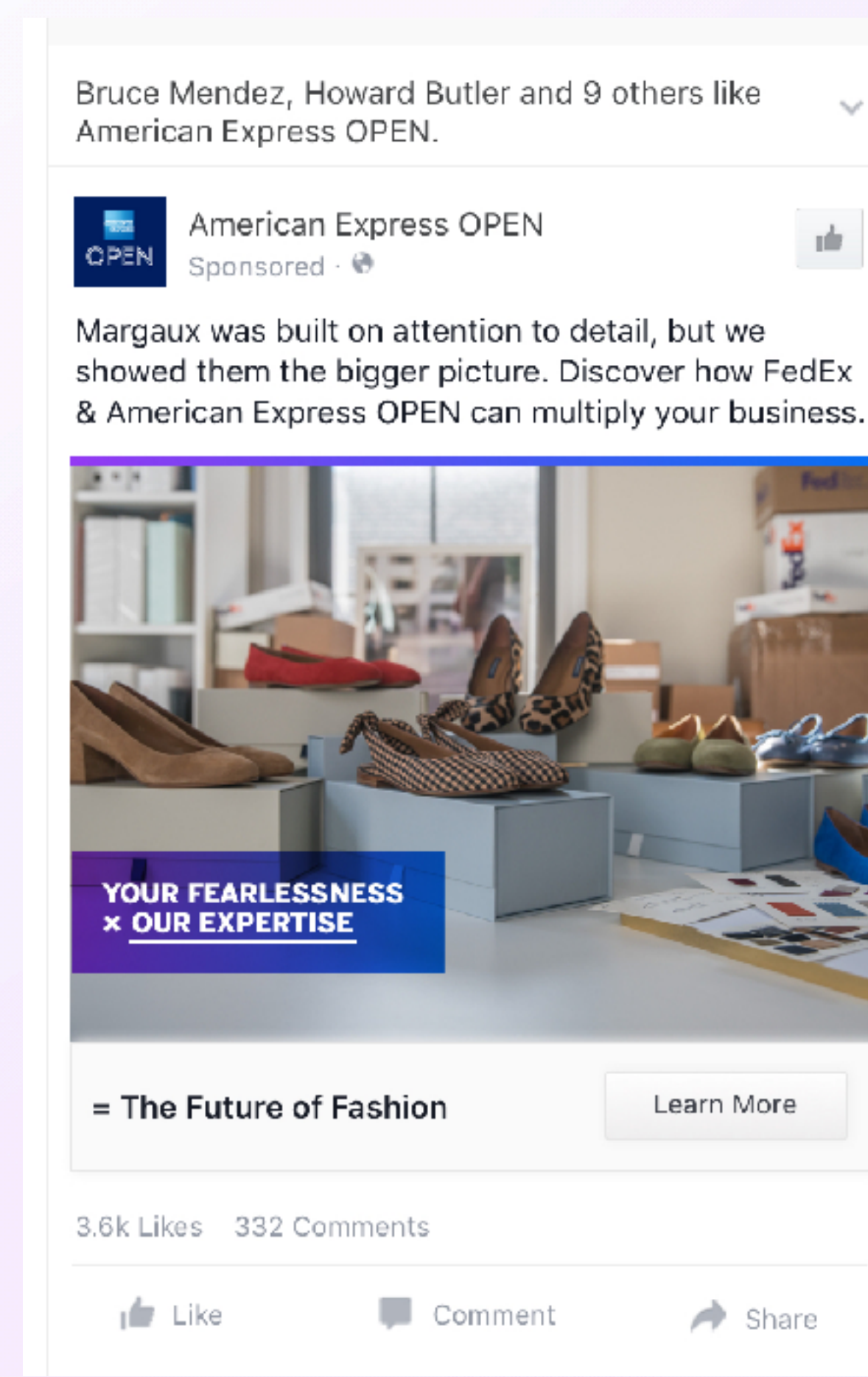
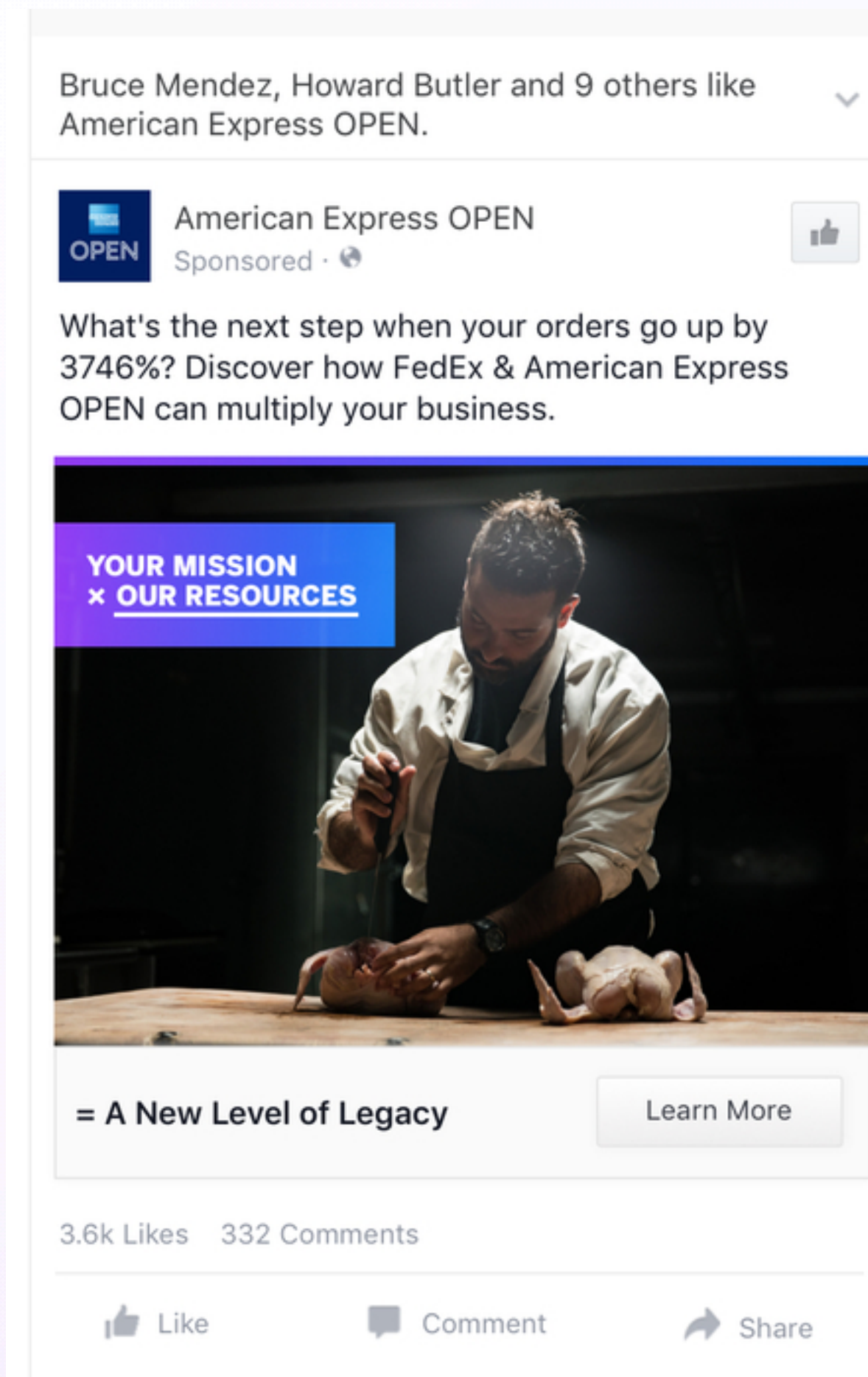
- Problem: Wanted to understand their positioning considering the product type and likely SRP
- Work: Developed a category and positioning analysis
- Results: Designed to value to remain within a consumer-acceptable SRP



Marketing

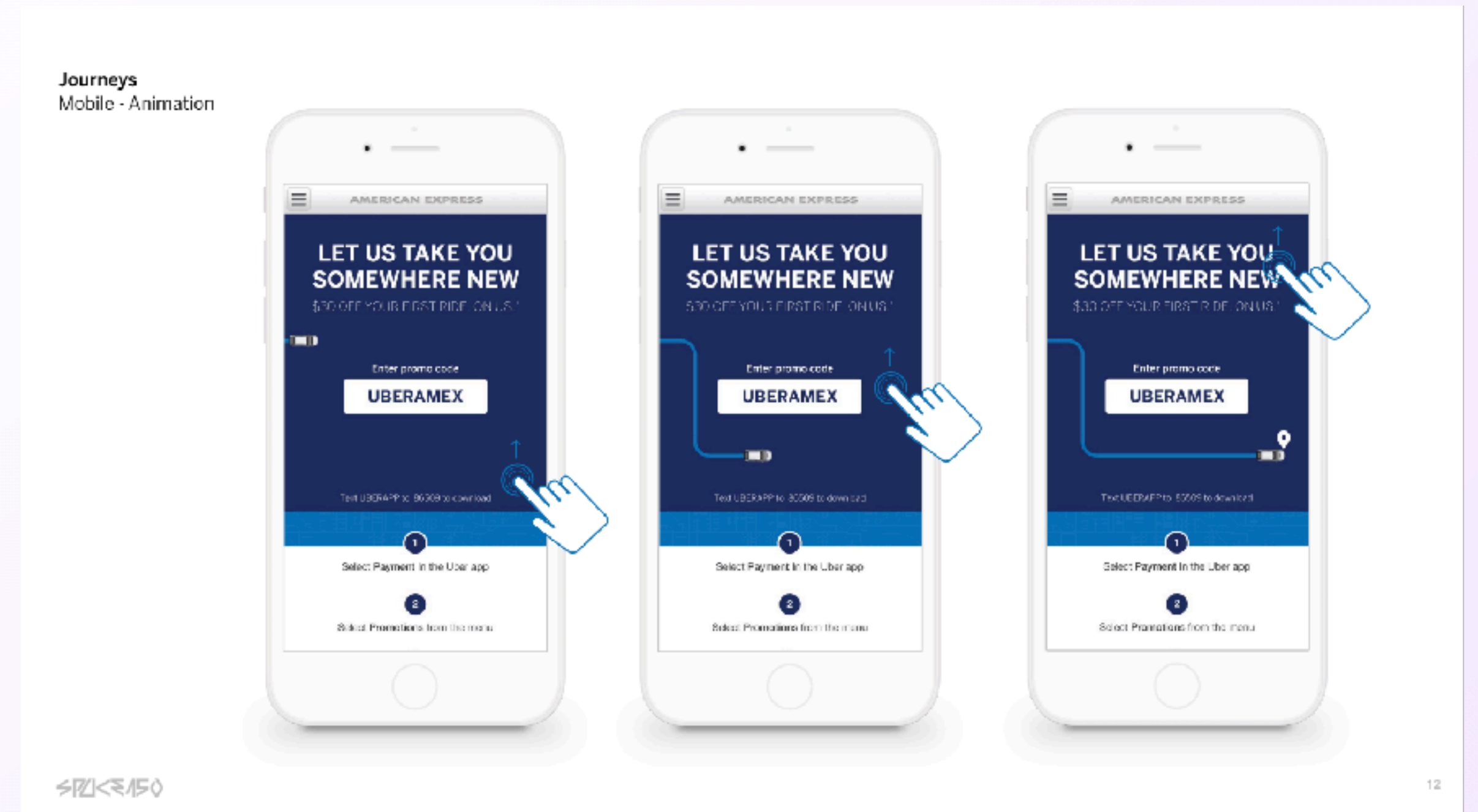
Amex

- Collaborated with Amex during my time at space 150 to promote their card offerings made for small businesses.
- Helped to edit video content and make photo selects to properly communicate to the desired customer.



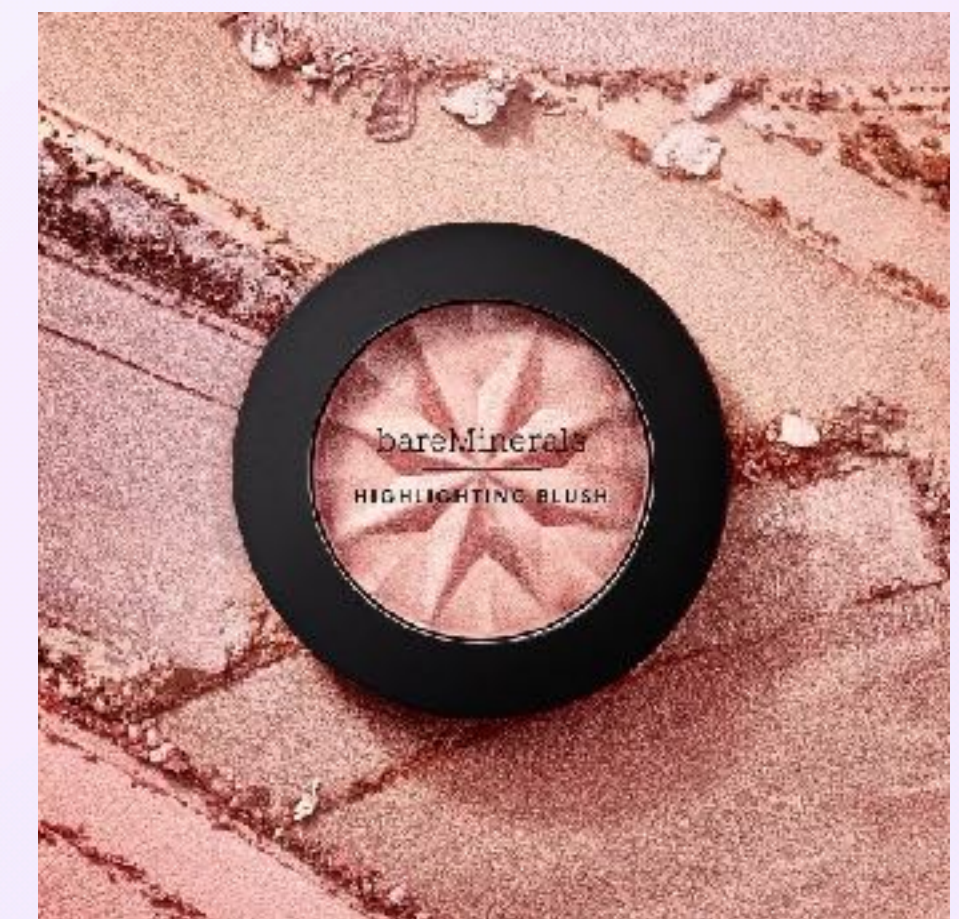
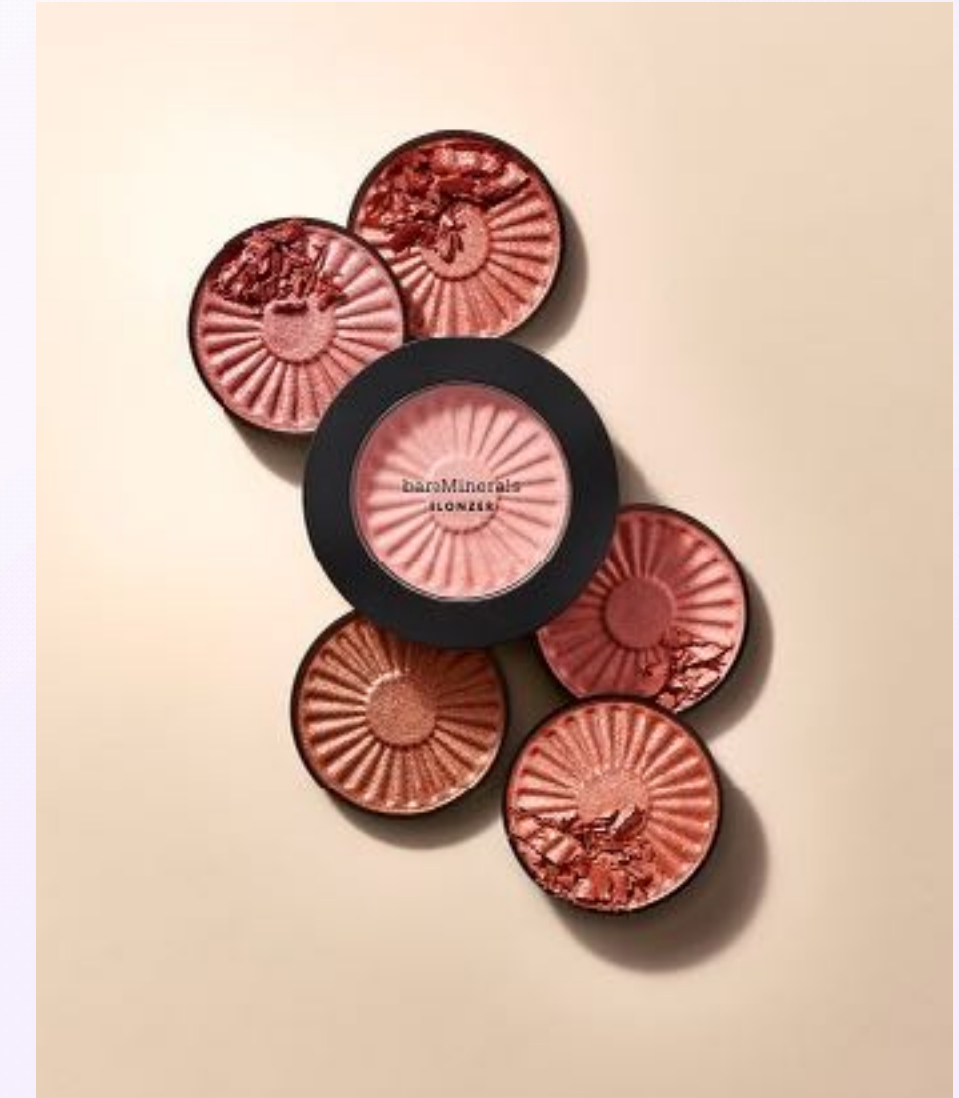
Uber

- During my time at space150, we worked with Uber to develop in-app animations and marketing concepts for their Amex users
- We reached over 30K users and unlocked a second collaboration for a mailing campaign



bareMinerals Gen Nude Blonzer

- Concepted, developed, and launched two new shades of the Gen Nude Blonzer Blush + Bronzer
- Directed product and model shots on set in coordination with commercial/retail teams to ensure assets were created to retailers desires
- Developed go-to-market campaign with full email, e-commerce, CRM, and paid media campaigns.



bareMinerals Warmth Collection

- Executed financial forecasts and led global meetings to ensure cohesive messaging around the world
- Directed visual assets and for emails, e-commerce, and digital campaigns. Wrote copy and optimized full go-to-market strategy for optimal promotion and link-selling for this collection inspired by a hero product



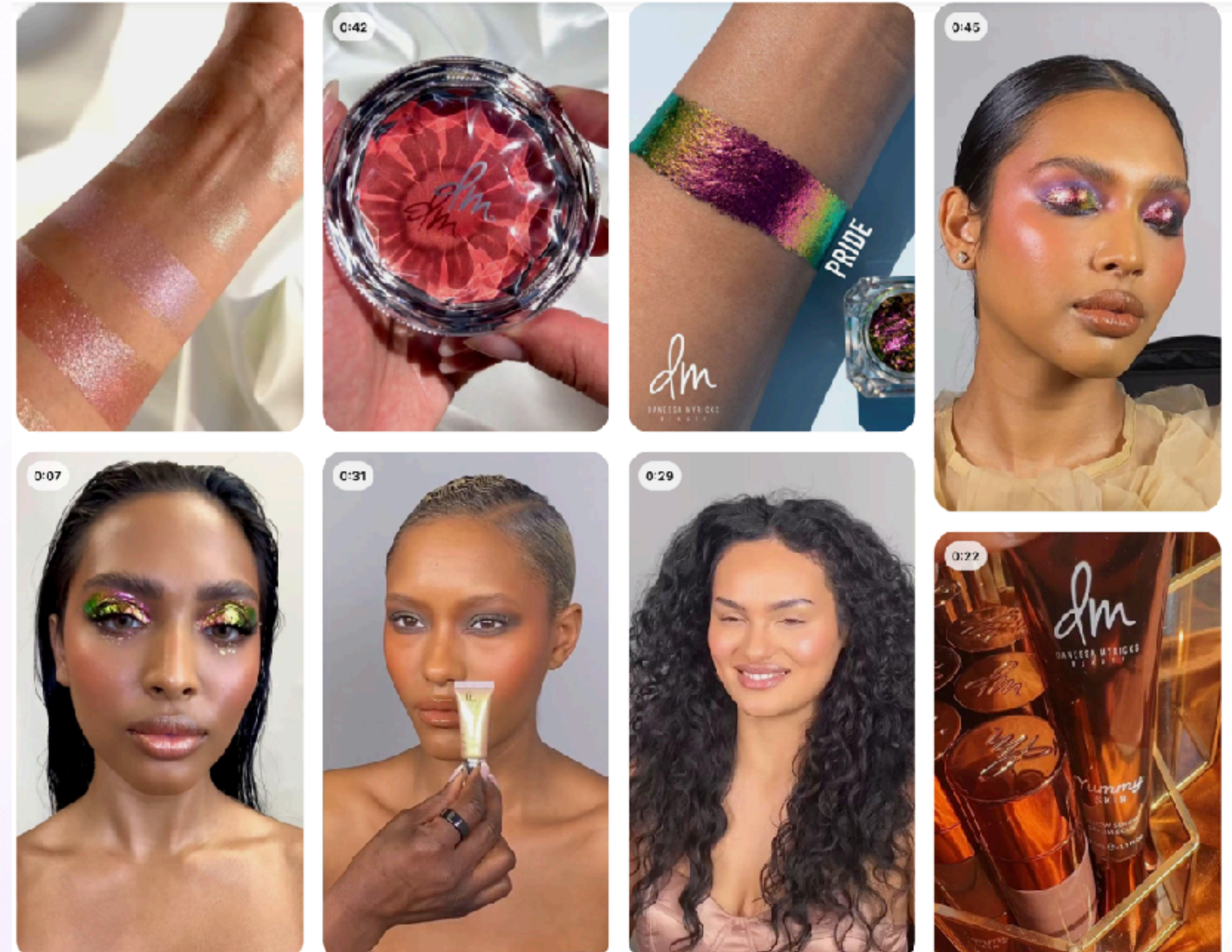
bareMinerals Earth Month Collection

- Developed this collection to highlight the brand's sustainability commitment, using products already in our assortment decorated in a beautiful artwork design.
- Executed financial forecasting and worked with global markets to ensure a seamless message around the world.
- Directed assets for media, email, and ecommerce

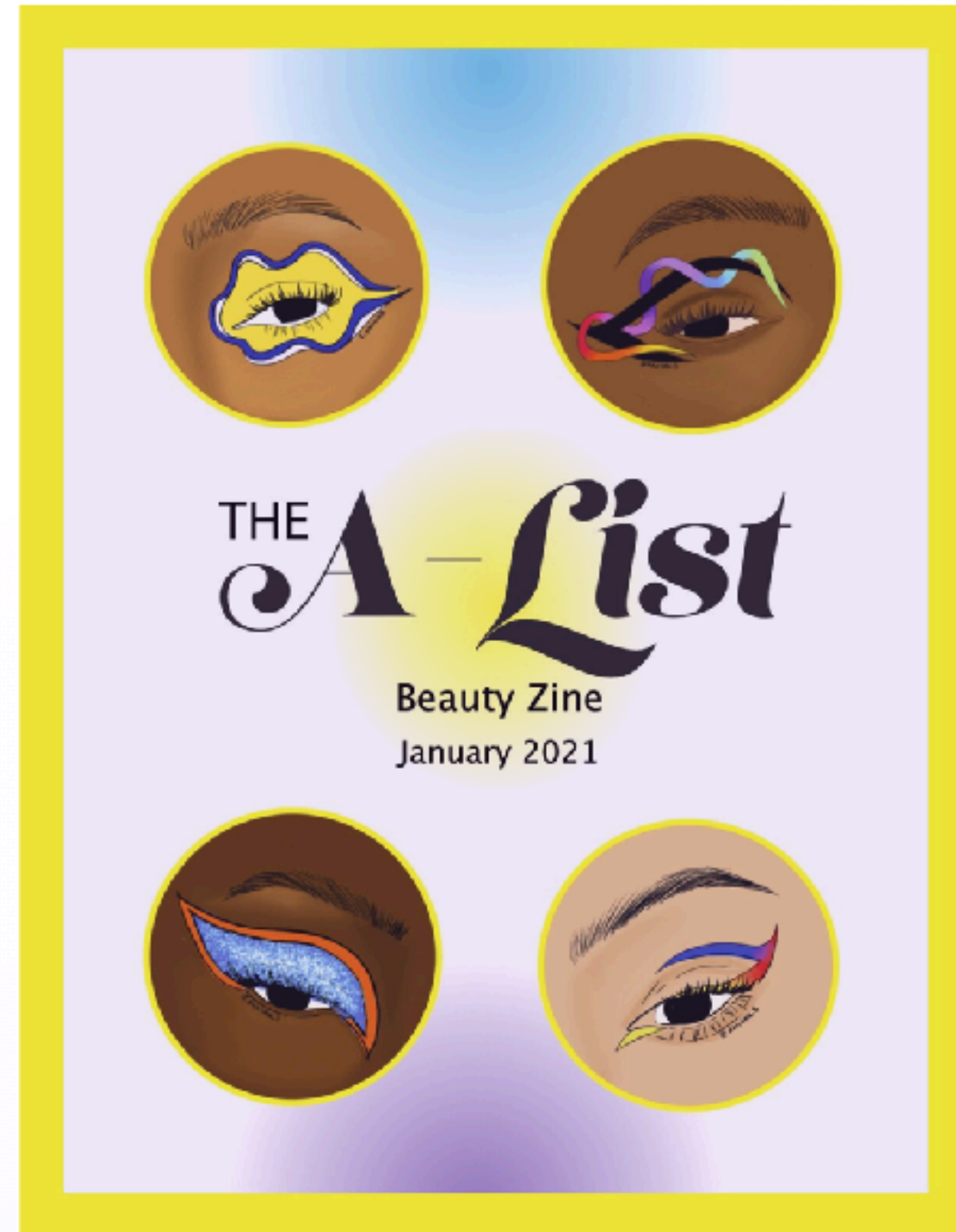


Danessa Myricks

- Built Danessa Myricks Angel community strategy to increase social following by 25%
- Designed and ordered t-shirts and masks for the community (internal and external) to build the company's brand awareness and loyalty
- Leveraged the community to do product research, positioning and placement for a successful launch



Freelance Content Creation



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To creatively document my favorite products and the way people's changing relationship with beauty since the start of the pandemic, I landed on the popular zine format.



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NEXT STEPS

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