

CHLOE EDWARDS

chloe.aj.edwards@gmail.com | (952) 393-2903 | linkedin.com/in/chloeajedwards

SENIOR MARKETING & BRAND EXECUTIVE

Brand and marketing executive with 10+ years building consumer brands at P&G, Pilgrim's, Foster Farms, and a founding-era Seoul startup later acquired for ~\$1.7B. Three times found a brand marketing to the wrong consumer, proved it with evidence, and rebuilt the strategy around the real buyer. Built marketing functions from zero twice. Led an org of 11 with full marketing P&L, forecast, and budget ownership at the top marketing seat.

CORE COMPETENCIES

Brand Strategy & Positioning · Consumer Insights & Audience Rediagnosis
P&L, Budget & Forecast Ownership · Go-to-Market & Innovation Pipelines
Retail Media & Performance Marketing · Team Building & Capability Development
Pricing, Promo & Margin Strategy · AI-Driven Creative & Marketing Workflows

EXPERIENCE

Fractional Marketing Leader (Contract)

Apr 2026 - Present

Concurrent brand and growth engagements for consumer and services brands, including a pre-launch consumer venture.

- Build brand strategy, positioning, and pricing from zero: target audience, identity, launch marketing plan.
- Model pricing tiers and break-even scenarios using LTV/CAC to set budgets and target iROAS.
- Design AI marketing workflows, agents, and brand websites optimized for search and AI discovery.

Foster Farms - Head of Marketing

Oct 2025 - May 2026

Top marketing seat. Owned marketing P&L and brand strategy end to end; led commercial org of 11 through 4 function leaders. Role eliminated in restructuring.

- Diagnosed misidentified consumer through full 4P audit; rebuilt pricing, promotion, and placement around the real buyer.
- Grew velocity **+12% QoQ** in distributed accounts one quarter after the rebuilt go-to-market.
- Delivered **+8% realized margin** by restructuring promo depth and frequency to the real buyer.
- Rebuilt retail media on verified incrementality across 4 retail networks; **+32.1% lift**, third-party verified.
- Launched **8 innovation SKUs** at national retailers through the company's first stage-gate innovation process.
- Took a high-protein launch from brief to shelf **3-4x faster** than category standard.
- Pioneered AI video production, reviving a legacy campaign at **~98% lower cost** than traditional production.
- Gained shelf at **2 national retailers** and held distribution elsewhere while velocities recovered.

Pilgrim's / Just Bare - Brand Director

Apr 2024 - Oct 2025

Full go-to-market for two brands with distinct consumers; 2 direct reports, 5 agency partners.

- Rediagnosed launch consumer from 'Family Pleaser' mom to Kidult snacker; velocity **+18% QoQ** post-pivot.
- Drove **+40% unaided awareness**, the largest gain the research agency had recorded.
- Grew Just Bare distribution **+111%** (Circana), the fastest-growing fully cooked chicken brand.
- Led Tony Hawk X Games co-brand and activation generating **6M+ impressions**.
- Lifted social engagement **+34%** via cultural-moments organic strategy; built influencer program in-house.
- Led Just Bare packaging redesign: **+83% findability** and +7% velocity, third-party tested.

Procter & Gamble / Always - Senior Brand Manager

Jun 2022 - Apr 2024

Mainline Commercial Lead and Sufficiency (business planning) process owner on a \$1B+ brand.

- Improved annual forecast accuracy from **-3% to -1%**; brought quarterly forecasts within -2% tolerance.
- Rediagnosed Maxi's consumer via first-ever 5-year growth analysis; daily run rate **+23%** vs 4.1% prior average.

- Built DPSM dashboard that reversed a Walgreens promo strategy; **+2% shelf share**.
- Delivered multimillion-dollar marketing spend efficiency while hitting the brand's growth targets.
- Led box-size reduction across **30 SKUs** in US and Canada; maintained #1 OB/GYN-recommended claim.

Hyperconnect (Azar) - Marketing and Brand Manager

Jan 2016 - Apr 2017

Founding-era startup in Seoul, 24 to 120+ employees during tenure; sole owner of North America and Oceania; company later acquired for ~\$1.7B.

- Authored the global brand strategy and NA/Oceania go-to-market from zero; presented to the founder.
- Cut paid spend that organic growth already covered, saving **~\$1M annually** while subscriptions grew.
- Originated the video creative strategy behind **300%+ QoQ** global install growth.

Earlier: Screen Pilot - Senior Account Executive; Jackrabbit - Digital Marketing Specialist 2017 - 2020

Agency-side, full-funnel digital across a 20+ client portfolio on Google, Meta, and Snap.

EDUCATION

Master of Business Administration, Carlson School of Management, University of Minnesota. Graduate TA, Brand Strategy & Business Ethics; co-developed Masters-level brand strategy curriculum. 2022

BS, Business Marketing, University of Minnesota. Minor: Entrepreneurial Management. Dean's List. 2015

CERTIFICATIONS

Anthropic AI Fluency: Framework & Foundations (2026) | Anthropic Claude 101 (2026)

Anthropic Introduction to Claude Cowork (2026) | Google AI Professional Certificate (2026)

Tools: Circana, Numerator, Nielsen, Qualtrics, Google Analytics, Meta Ads, Claude, HeyGen, Gemini, InDesign, Photoshop