



Valerie Wire

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Senior Manager of Product & Brand Development, Scholastic Book Clubs

Bachelor of Arts in Public Relations, Journalism minor
Belmont University December 2012 Graduate

Why Me?

Passionate about toys, product, pop-culture, and current trends. Thrives in fast-paced environment. Creative, proficient, and proactive. Experienced problem-solver with exceptional attention to detail. Excellent organizational & communication skills. Deadline oriented. Agile worker with proven results.

Skills

Fluent with PC & Mac operating systems, Word, Excel, PowerPoint, Outlook, Trello, Oracle. Product development, merchandising, licensor and vendor relations, project management, 5 years experience in product development/merchandising, project management, and editorial.

Experience

Scholastic Inc.

Nov. 2014 – Present

Product Development: Senior Manager of Product & Brand Development; New York, N.Y.

Previously: Editor; Assistant Editor; Editorial Coordinator

- Editor on over 100 original, licensor, and packager books and novelty product per year
- Serve as product manager and editor on licensed properties such as Pete the Cat, Doug the Pug, Benji, Battle for Dream Island, Dog Man, Bad Guys, and more
- Manage licensed, activity, novelty, boxed sets, book plus, stationery, and add-on categories, generating over \$43 million in revenue annually
- Develop long lead-time planning and execution on key-properties and revenue drivers
- Negotiate proposals, offers, and contracts with licensors, writers, and packagers
- Create high-interest exclusive Club Original content, toys, and merchandise
- Oversee costs and delivery schedules with inside and outside vendors
- Maintain licensor, vendor and cross-channel relationships and day-to-day needs
- Plan schedules and grids plotting monthly programs and uses across clubs
- Work with Production and Manufacturing to create product and meet deadlines
- Coordinate with Supply to ensure issuing of purchase orders, shipments, and delivery
- Seek out new partnerships, licenses, brands, and agents
- Brainstorm and execute new ways to organically incorporate current trends in Clubs

Process Safety & Reliability Group

Jan. 2014 – Jan. 2018

Freelance Digital Marketing Consultant; Houston, Texas/Remote

- Researched similar industry trends in digital marketing use and tactics
- Established and produced an informative e-newsletter, event invites and reminders
- Enhanced PSRG social media presence with content and discussions
- Coordinated digital marketing strategies to publicize PSRG and industry events
- Maintained and updated website content on a regular basis

Demetriadi Studios/BrandStories

March 2014 – Feb. 2015

Community Manager; New York, N.Y.

- Point of contact for all client & customer relations
- Managed details for U.S. District Court for the Eastern District of N.Y. mini-documentary
- Coordinated "ViewFinders," podcast for The Chronicle of Philanthropy
- Assisted in production of the 2014 NYU Women In Philanthropy Summit
- Supported brand and company growth by pitching new ideas, retaining new clients
- Managed, researched and coordinated digital marketing strategies

Additional Experiences

VH1 Save The Music Foundation, Intern: June 2011 – Dec. 2012, April 2014 – Nov. 2014

Tucker Publishing Group, Sales & Marketing Assistant: March 2013 – Nov. 2013

Viacom Corporate Communications, Communications Intern: Sept. 2012 – Dec. 2012