

ELIZABETH SAAVEDRA

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9737 E Cochise Drive
Scottsdale, AZ 85258

April 2022

Symphony Natural Health
RE: CMO Position

Dear James:

Intent on providing Symphony Natural Health with over 20 years of marketing, branding and design leadership experience, I submit to you my professional profile.

At the core of my success as a growth catalyst for global brands and startups, lies a track record of transformative results. More recently, in my role as CMO for a nutraceutical company, I've had the opportunity to build a brand from the ground up and help position it for early acquisition.

Since the opportunity to join the team at Symphony Natural Health came to light, it has been a true pleasure learning more about the company and its vision. I am fascinated by all that I've discovered about your best-in-class products, heartfull mission and the people at the heart of it all. So much so, that I was inspired to render a visual representation of what Symphony Natural Health's brand would "feel like" in a D2C world. Best to view it on a desktop or laptop by clicking [here >](#)

I look forward to joining Symphony Natural Health to help shine a light on your remarkable products and to further expand their global reach.

Sincerely,
Elizabeth Saavedra

ELIZABETH SAAVEDRA

MARKETING | BRANDING | DESIGN

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AboutElizabeth.net
Scottsdale, AZ

Highly experienced marketing & creative design leader with 20+ years of growth driven leadership within a publicly traded company, global brands and startups.

PROFILE

Extensive track record of exceeding growth and retention performance goals. Areas of proven performance include creation and execution of innovative digital and offline marketing initiatives across diverse industries, including: Consumer Packaged Goods, Skin Care, Health & Fitness, Ecommerce, Energy, Aerospace, Construction and Manufacturing.

ACCOMPLISHMENTS

Instrumental in building and engaging buyer bases within an ecommerce startup. Grew from zero to over 1.5M transacting customers. Company went public within 5 years.

SKILLS

- Customer Acquisition, Conversion and Retention
- Ecommerce
- Digital and Offline Marketing
- Creation and Execution of Innovative Strategies
- Branding
- Design
- Merchandising
- Team building, management, mentoring

EDUCATION

Bachelor of Fine Arts
University of Arizona, Tucson, AZ.

ATTRIBUTES

- Fluent in English and Spanish
- Multicultural background
- Certified Yoga & Breath Training Instructor

[VIEW PORTFOLIO >](#)

EXPERIENCE

2018–Present: **Chief Marketing Officer**
GLOBAL XTRACTS – Full supply chain industry expertise. Brand creation, marketing and management of full line of premium CBD infused Nutraceuticals and Skin Care Line.

Jan 2016–Jul 2017: **Senior Director of Marketing Strategy & Innovation**
LIQUIDITY SERVICES – IRON DIRECT
Execution of buyer acquisition plan for a first of its kind, ecommerce start-up in the Construction & Heavy Equipment Industry. Responsible for implementation of strategic plan to build brand and product awareness through innovative online and offline channels.

Jan 2010–Dec 2015: **Senior Director of Marketing Strategy & Innovation**
LIQUIDITY SERVICES – CAPITAL ASSETS GROUP
Led a team of marketing and creative professionals through the creation and execution of targeted multichannel campaigns. Attracted buyers in over 550 asset categories across diverse industries, generating over \$750M in new revenue. Instrumental in building a thriving online marketplace and growing brand equity.

Jan 2003–Dec 2009: **Marketing Director**
LIQUIDITY SERVICES – DOD SURPLUS
Produced marketing campaigns that grew the company's buyer base from 0 to 1.5M registered buyers. Built, trained and managed a talented team of marketing professionals with zero turnover in over 10 years.

Dec 1999–Dec 2002: **Creative Director**
LEVY LATAHM GLOBAL – Led all branding and design efforts for live and online auction start up company.