

# DAWN TERRAZAS

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in dawn terrazas

Professional with expertise in all aspects of successful marketing: advertising, new product innovation and integrated communication. Specialties include: luxury, poly-cultural and silo busting/agility marketing. Excels in business building opportunities, strategic thinking and helping Fortune 500 clients exceed brand goals, set new trends and re-define their category.

**LEADERSHIP PROFILE:** *Developed luxury division within afg& with \$1MM+ Moët Hennessy and 21st Luxury Moët Hennessy Portfolio win: Moët & Chandon, Grand Marnier and Champagne Portfolio (afg&)*  
*21st Luxury Portfolio win: Hadoro, Yachster and Camper Nichols*  
*Purina Brand Digital and Purina Latin America—new business win (afg& Brazil)*  
*\$180MM Capital One -new business win (asked by client to run business at Kaplan Thaler Group)*  
*\$80MM Celebrex -new business win at Kaplan Thaler Group*  
*Launched new products for Softsoap, Palmolive, Irish Spring, Speed Stick, Colgate Total, Colgate MaxFresh and Colgate ProClinical contributing to 15.0+ share points of business*

**CATEGORY EXPERIENCE:** *Financial Services | Beauty | Luxury | Healthcare | Consumer Package Goods | Spirits*

**AWARDS:** *Nestlé Purina Innovation Award- Friskies Treats | W3 Digital Awards- Gold & Silver | People's Choice Award- Cat Chow*  
*Nestlé Brand Pillar Award- Fancy Feast | People's Choice Award- Friskies | Nestlé Brand Pillar Award- Friskies*  
*Colgate-Palmolive Make a Difference Award | Effie Award Doritos Hispanic Advertising*

## PROFESSIONAL EXPERIENCE

### AVRETT FREE GINSBERG-AFG&

(Interpublic Group)

New York, NY

September 2010 - Present

#### Executive Group Managing Director & New Business Lead IPG-Women's League Network Co-Chair

- Account Experience: Nestlé Purina Portfolio, Moët Hennessy Portfolio and 21<sup>st</sup> Luxury Portfolio
- Maintain overall responsibility for agency performance and business development across the NPPC brands for North America and Latin America
- Head of development for the Luxury division with new business wins 1MM+: Moët Hennessy and 21<sup>st</sup> Luxury
- Analyze business and operating procedures to devise most efficient methods for structuring bespoke business models for existing and new clients
- Increased revenue by acquiring new portfolios: Latin America Dog Treats and NPPC Corporate Branding
- Developed Internal Campaign Management Collaboration System (CMCS) for management of communications across client/agency/3rd party partners

### YOUNG & RUBICAM

(WPP Group)

New York, NY

September 2005 - August 2010

#### VP, Account Director & Director Global Project Management

- Account Experience: Colgate-Palmolive  
*U.S.:* Oral Care, New Product Development, Retail and Integrated Marketing Communications (IMC)  
*Global:* Integrated Marketing Communications process, Packaging and Global Project Management
- Launched new products for Softsoap, Palmolive, Irish Spring, Speed Stick, Colgate Total, Colgate MaxFresh and Colgate ProClinical which contributed to an overall increase of 15.0+ share points the category portfolios
- Key liaison to oversee global packaging needs adding incremental revenue to Agency \$1MM (2009)
- Designed and established FSI process using Lean Six Sigma principles creating workflow efficiencies that earned a Colgate-Palmolive "Make A Difference" award as well as generated new Agency business (process cycle time decreased by 65%, reduction of hours per project by 48%)

**Account Management**

- Managed U.S. Oral Care portfolio toothpaste and tooth brushes \$1Billion (2005-2006)
- Lead the creation of strategic IMC briefs and lead programs (TV, Digital, PR, Shopper, etc.) for North America across WPP integrated teams
- Managed the development and design of corporate branded retail events

**Global Project Management Director Y&R/WPP:**

- Implemented and contributed to the design of proprietary Y&R Project Management Tool which manages all components for an integrated marketing campaign
- Oversee and manage all global workflow for Colgate-Palmolive
- Managed relationships and global integrated workflow for all WPP partner

**New Product Development:**

- Lead new product development from generation of concept through implementation into integrated marketing campaigns
- Liaising with clients to identify business problems and new ideas for new products across Colgate-Palmolive key business categories Oral Care, Personal Care and Home Care (2007-2009)

**Strategic Planning:**

- Expert in consumer understanding that goes from consumer insight generation through integrated marketing campaign development
- Responsible for new category trend analysis and positioning
- Monitored and interpreted cultural and social trends relevant to clients business (special emphasis on the female consumer--key target for Colgate-Palmolive)

**MCCANN ERICKSON**  
(Interpublic Group)

New York, NY  
June 2004 - October 2005

**Management Supervisor**

- Account: *MasterCard International-Latin America/Caribbean, Europe/Middle East/Africa*
- Collaborated with Client across all phases of planning to develop communication platforms for the regions
- Campaigns developed scored highest in Millward Brown testing for Mexico and Brazil
- Met clients' business objectives for increase in market growth for Mexico and Brazil
- Led teams to develop advertising and promotional communication for key partner initiatives (e.g. issuers, banks and merchants)

**THE KAPLAN THALER GROUP**

(Publicis Groupe)

New York, NY

January 2003 - June 2004

**Management Supervisor**

- Accounts: *Clairol Herbal Essences International, BANG!, New Business, Capital One Financial*
- Responsible for leading the book launch of BANG! Getting Your Message Heard in A Noisy World written by Linda Kaplan Thaler and Robin Koval (CEO and CMO of Kaplan Thaler)
- Key member of the new business team which secured the Celebrex (\$80MM) account for the agency
- Selected by Client to lead transition of Capital One Financial account (\$180MM) from D'Arcy to Kaplan Thaler following Client's decision to transfer the account

**D'ARCY MASIUS BENTON & BOWLES**

(Publicis Groupe)

New York, NY

October 1999 - June 2004

**Account Supervisor (Promoted 4/2000 and in 12/2002 to Management Supervisor)**

- Accounts: Capital One Financial, Procter & Gamble New Products/Healthcare, Vicks VapoRub, Barbados Tourism, Hyatt International and S.L.E. (Lupus) Foundation
- Worked closely with Capital One Client to synthesize research findings to formulate product positioning and provide proactive strategic recommendations
- Led team and assisted P&G in all marketing and advertising aspects of the development of new products in preparation for launch (Feminine Care, Health Care and Pain Reliever categories)

**TBWA /CHIAT /DAY**

(Omnicom Group)

Nivea, Hasbro

New York, NY

March 1999 - October 2004

**DIESTE & PARTNERS**

(Omnicom Group)

*Frito-Lay and MLS special initiatives for Hispanic Market*

Dallas, TX

January 1998 - February 1999

**TRACY-LOCKE**

(Omnicom Group)

*PepsiCo and Partnerships with MLS, NFL and Fox Sports*

Dallas, TX

February 1996 - December 1997

**EDUCATION/OTHER**

**UNIVERSITY OF TEXAS AT AUSTIN**

Bachelor of Arts

Austin, TX

**FASHION INSTITUTE OF TECHNOLOGY**

Pet Brand and Product Design

New York, NY

**PET FASHION DESIGNER**

Pet Fashion Designer- Owner/Creator Mr. Sniggles Custom Designs

**LEAN SIX SIGMA TRAINED (YELLOW AND GREEN BELT)**

New York, NY

**MOUNT KILIMANJARO**

Tanzania Certificate 78935

Tanzania, AFRICA