

ANNYA WEEKES

Beauty Marketing Strategist · Consumer Insights · Influencer & Creative Strategy

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PROFILE

Beauty marketing strategist with 15+ years at the intersection of editorial artistry, consumer insights, and brand storytelling. Known for translating real on-set product intelligence — texture, wear, finish, skin compatibility — into briefs, content frameworks, and influencer programs that move product. Deep fluency in the accessible beauty space: the brands women discover at Sephora and the drugstore, talk about with their friends, and keep in their routines for years. Equally strong in data-backed strategy and hands-on creative execution.

EXPERIENCE

Beauty Marketing & Consumer Insights Consultant 2020 – Present

TheGlamBeast | [annya.theglambeast.com](#)

- Develop and execute integrated content strategies — tutorials, editorial features, product demos — for beauty and skincare clients; consistently drive measurable engagement lift and audience growth across owned and paid channels.
- Lead end-to-end influencer partnership strategy: identify and vet talent against brand KPIs, negotiate terms, and direct creative through delivery — with a focus on authentic storytelling over vanity metrics.
- Serve as 1st Assistant to Key Makeup Artist Jaleesa Jaikaran on commercial campaigns for major retail brands (print & video); manage on-set logistics, kit continuity, and cross-department coordination.
- Translate hands-on product performance experience — including 1,000+ individual skin consultations with a 90% client retention rate — into consumer-backed brand narratives and positioning recommendations for indie beauty and lifestyle brands.
- Conduct ongoing trend analysis and competitive research to surface whitespace opportunities; deliver actionable briefs for product innovation and campaign positioning.
- Advise freelance artists and emerging brands on business structure, revenue diversification, and go-to-market strategy.

Content & Product Marketing Specialist Mar 2021 – Oct 2022

Stay Golden Cosmetics

- Spearheaded brand's presence at the Allure Store NYC pop-up activation — drove sell-through of 60% of all allocated event stock during the event window, with in-person attendance exceeding RSVP capacity.
- Orchestrated full activation strategy across every touchpoint: social media campaign, evite marketing, original content for Allure's owned channels, physical in-store placement, experiential try-on stations, and gifting execution.
- Represented the brand on Pinterest TV during its inaugural 2021 launch period, hosting a live beauty tutorial — positioning Stay Golden as an early adopter in social commerce at a moment when the format was emerging across every major platform.
- Architected integrated content and influencer strategy across owned, paid, and emerging platforms; built and managed a media partnership network that established brand credibility through strategic placements and co-created editorial content.
- Applied campaign analytics to iterate on creative and distribution tactics; identified market gaps through consumer research and translated findings into product positioning and development recommendations.
- Collaborated cross-functionally on go-to-market planning and new product launch execution from brief through post-launch analysis.

Project Manager & Assistant to VP, Business Development 2017 – 2020

The Northwest Company

- Reported directly to VP of Business Development on project status, budget performance, and procurement pipeline across a high-volume retail and licensing environment.
- Led enterprise-wide rollout of Asana from department pilot to full organizational implementation — directly applicable to managing multi-brand agency workflows at scale.
- Supported design and staging of showroom experiences for Market Week and Sports League Summits; prepared board presentations, stakeholder reports, and executive briefs.

CORE COMPETENCIES

- **Brand & Creative Strategy:** Positioning, narrative development, go-to-market planning, creative briefing, campaign concepting
- **Consumer Insights:** 1,000+ individual consultations, skin compatibility testing, trend forecasting, competitive analysis
- **Influencer & Partnership Marketing:** Talent identification, vetting, negotiation, creative direction, performance reporting
- **Content Strategy & Production:** Social content, tutorials, editorial direction, product demos, copywriting
- **Campaign Analytics:** Performance analysis, ROI optimization, audience segmentation, channel strategy
- **Experiential & Event Marketing:** Pop-up activations, launch events, in-store programming, brand experiences
- **Pro Artistry:** Editorial, commercial, print & video; formula and texture evaluation; product testing

EDUCATION & CREDENTIALS

BA (Hons) Marketing · University of Hertfordshire · 2006

Esthetician & Cosmetology License · State of Connecticut

Skin Care Specialist License · State of New Jersey