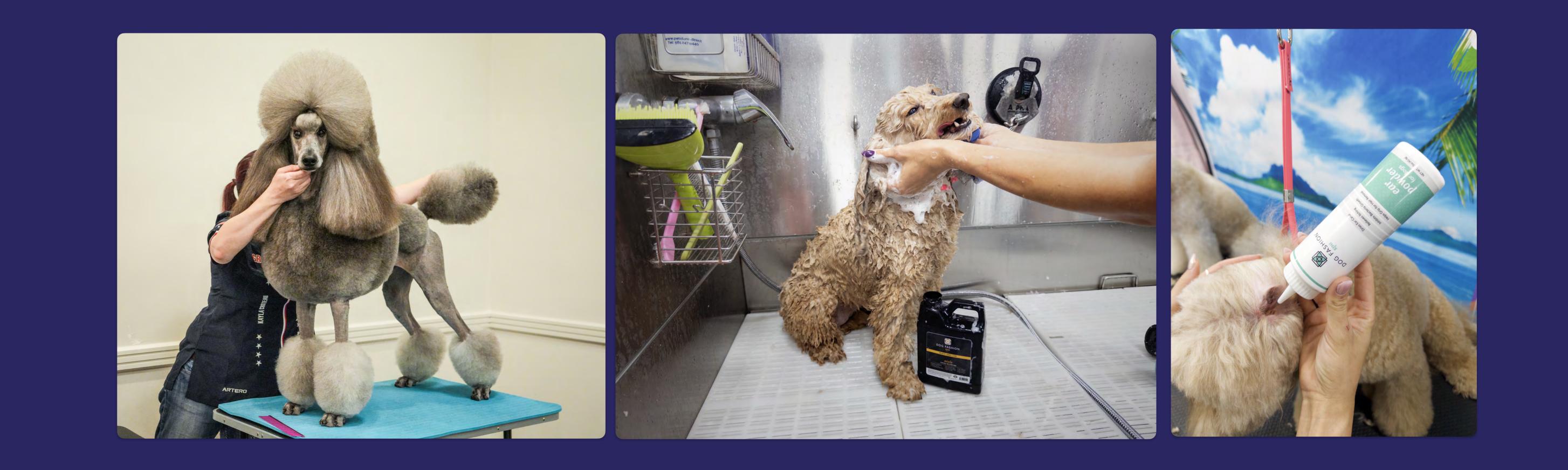


PetStore.Direct is a distributor specializing in pet grooming products, offering a selection of over 25 brands.

Since January 2023, I have served as the Marketing and Brand Manager, working directly under the Chief Marketing Officer.



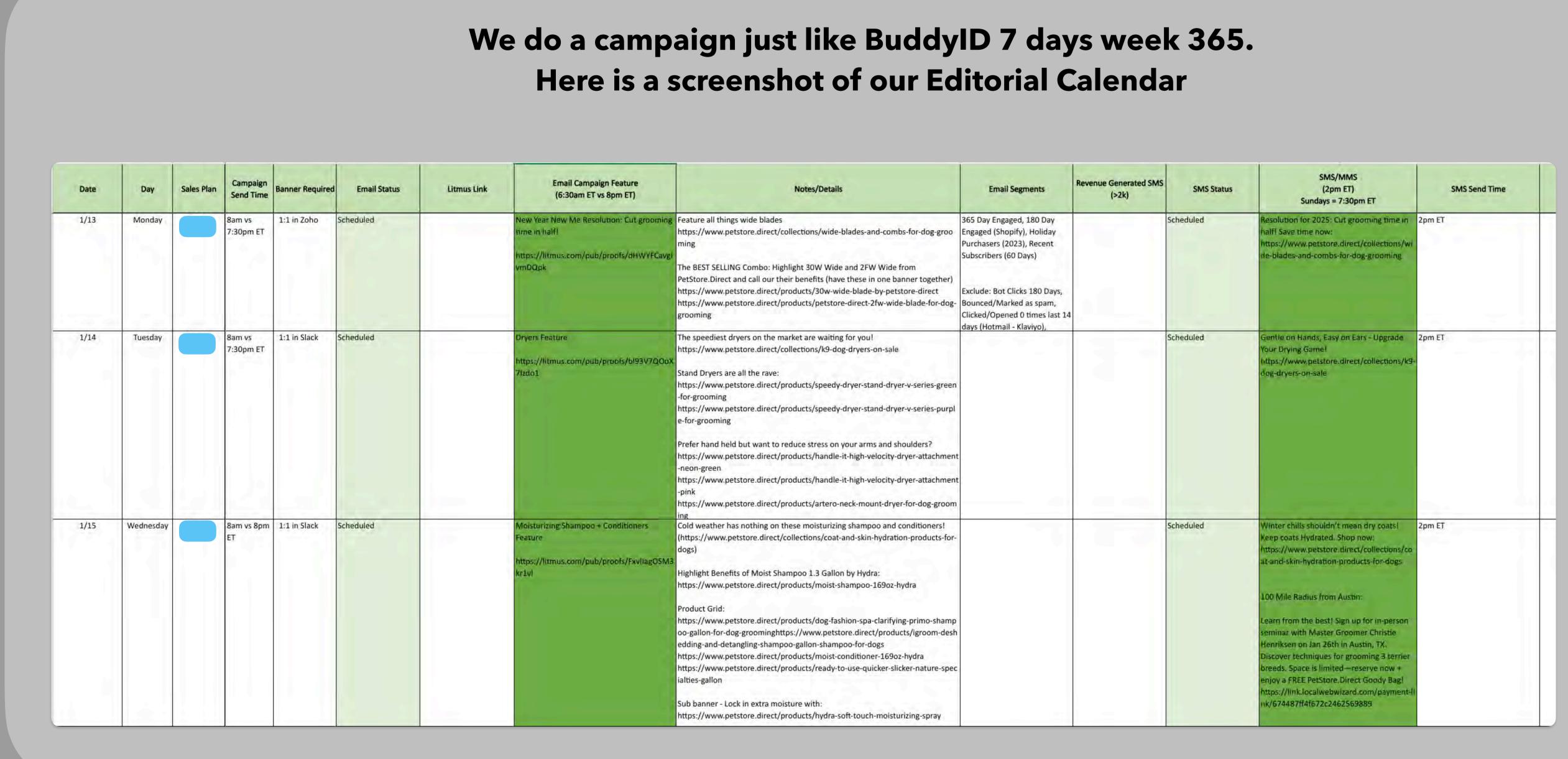
Email and SMS

Before I joined, PetStore. Direct ran 3-4 email/SMS campaigns per week. Now, we execute one campaign per day, seven days a week, with up to three daily campaigns during peak seasons.

A standard campaign includes an email, an SMS, and a social media post. Additionally, we run paid ads on Google and Meta and produce videos and product photography to enhance brand visibility.

Below is an example of a new brand launched on January 10, 2025.





Print and Other Formats

Brand Style Guide ensures that brand consistency is kept in all areas.



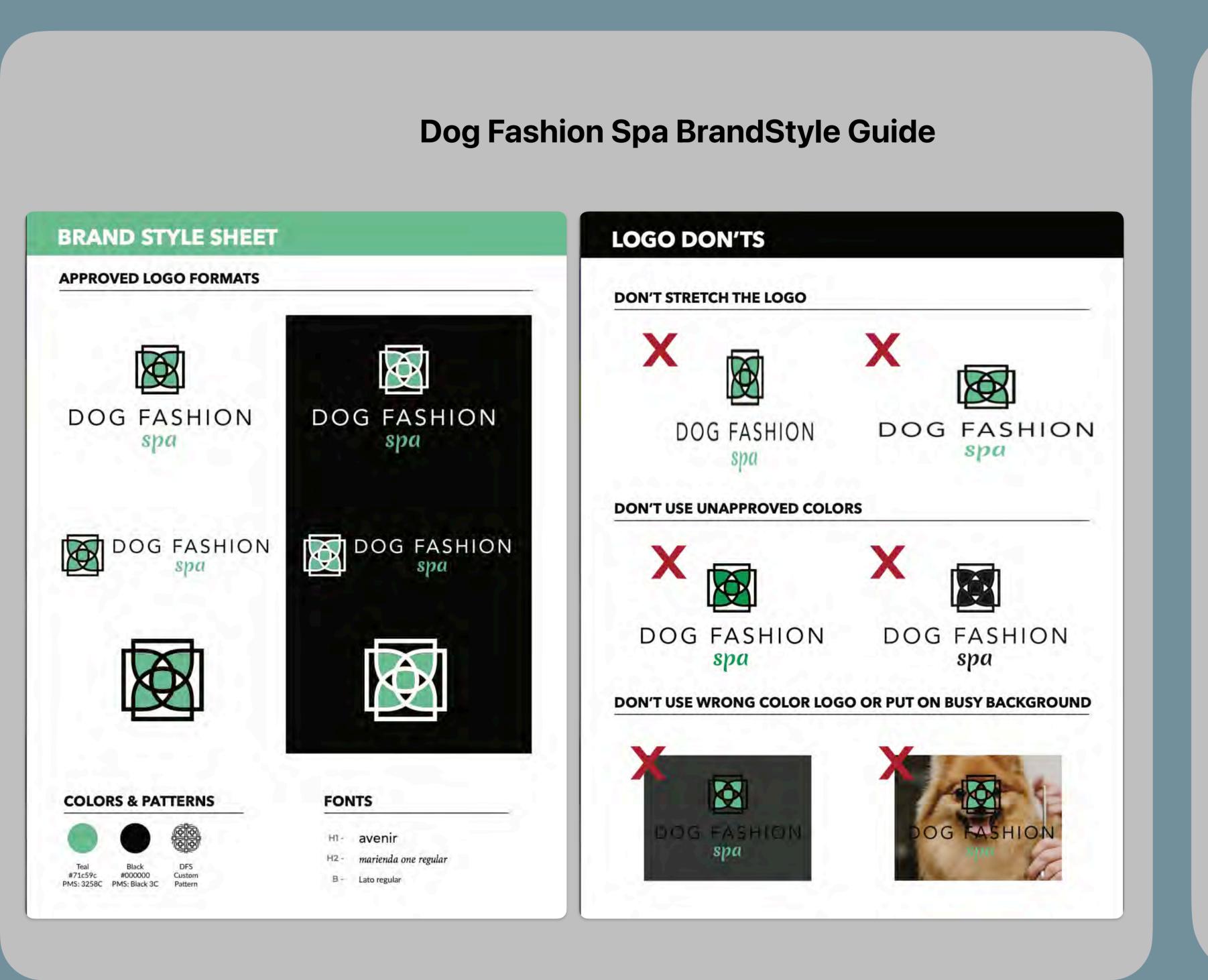


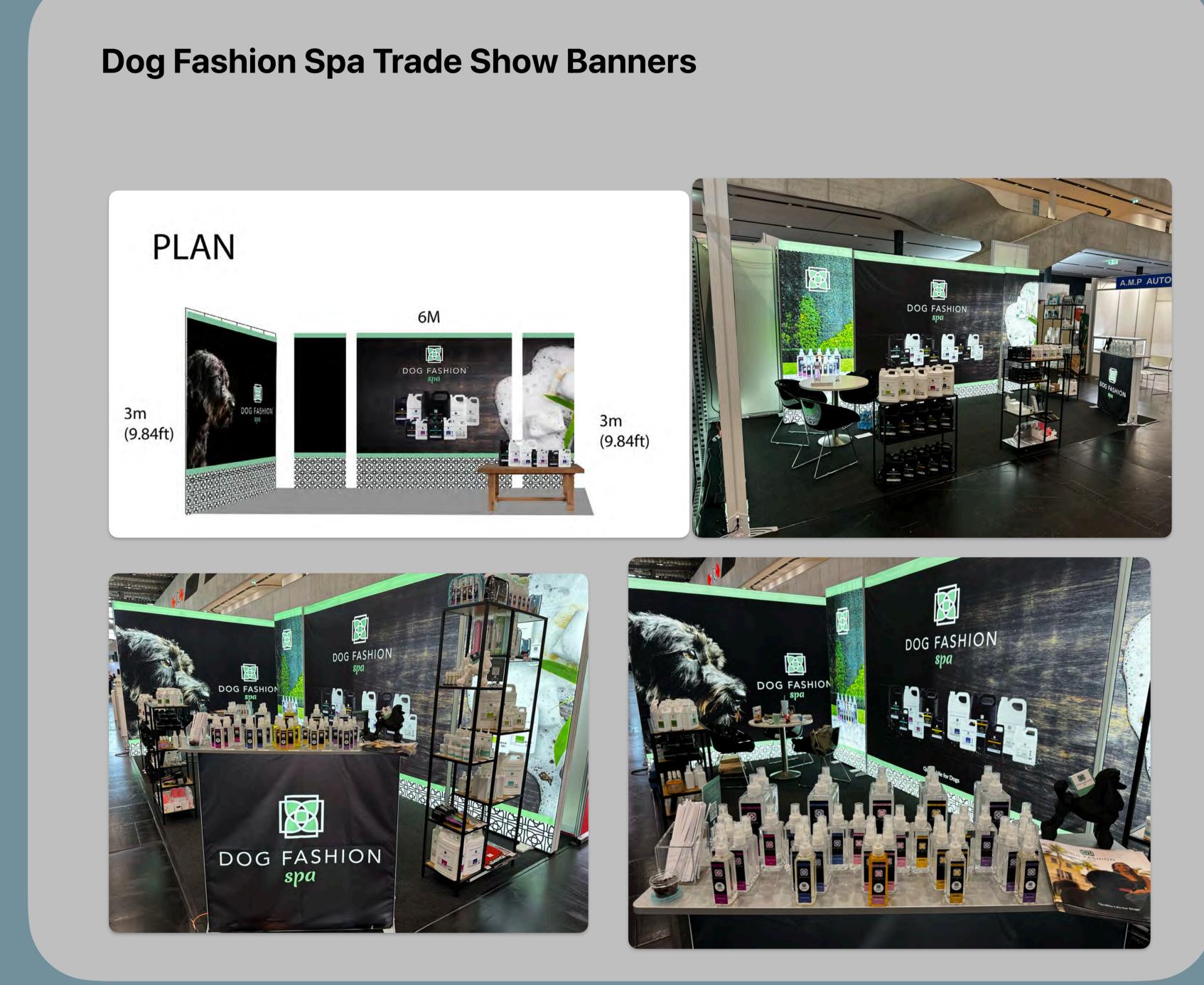


Private Lable

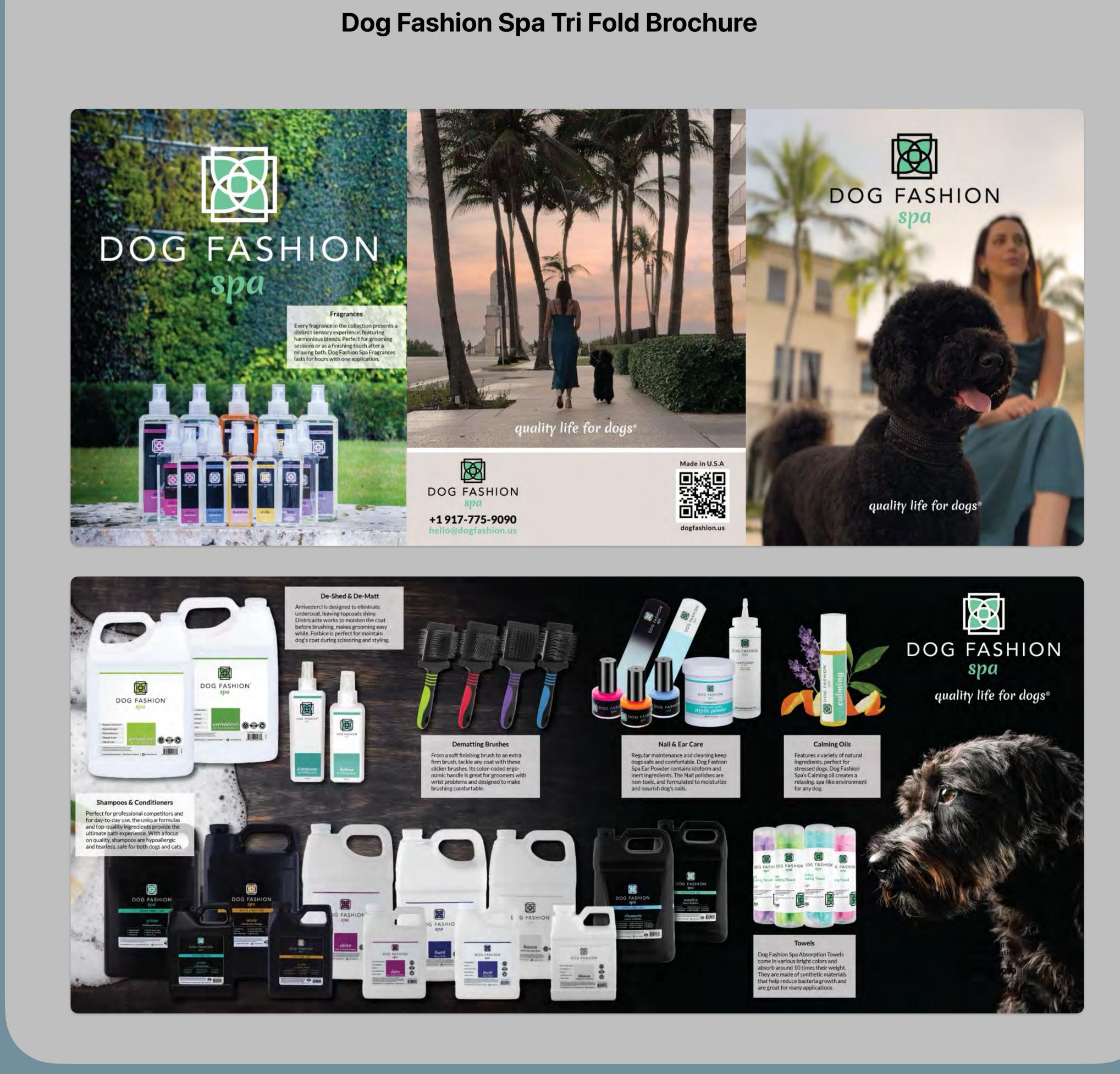


Dog Fashion Spa is a private label brand under PetStore. Direct. I also play a key role in managing its marketing efforts.









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