

STEPHANIE HINZE

VISIONARY GLOBAL BUSINESS EXECUTIVE AND E-COMMERCE ECOSYSTEM ARCHITECT

Dynamic executive with proven success driving multi-hundred-million-dollar revenue, prioritizing a sustainable LTV:CAC ratio, scaling global omni-channel operations, and enhancing customer experiences. Skilled in leading high-performance teams, optimizing P&L performance, and spearheading transformative digital strategies. Passionate about leveraging data-driven insights for scalable growth in competitive markets.



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EDUCATION

Chapman University

B.A., Advertising & Public Relations
Minor in Film Studies

Semester at Sea with University of Virginia

Study Abroad - Global Marketing

Hyper Island Digital Training

SEO/SEM, AdWords, UX, Digital

CORE SKILLS

eCommerce Strategy & Optimization
Global P&L Management
Customer Experience Innovation
Loyalty & Subscription Program Design
Data-Driven Decision Making
Cross-Functional Team Leadership
International Market Expansion
Shopify Plus & Digital Transformation
AI Driven Leader

INTERESTS

Travel, yoga, surfing, snowboarding,
boy-mom, sustainability, mentor, speaker

MANSCAPED

→ Vice President, Global Direct-to-Consumer | 2020 - Present

→ Senior Director Int'l | Senior Director Int'l Ops | Director Global Operations

Scaled company from zero to 40 countries in two years. Currently drive strategy, development and execution of eCommerce, subscription, retention marketing, customer experience, and international, contributing 50% of total company revenue.

- Manage a \$200M annual global DTC (eCommerce) P&L, owning revenue, COGS, media spend, and EBITDA, while hiring and mentoring talent cross-departmentally to achieve a unified global strategy.
- Develop and lead a curated team of 32 (up from 2) to deliver compelling results.
- Grew International omni-channel revenue from \$0 to \$28.5M ↑ (Y1); projecting +275% 5Y CAGR through regulatory, legal, tax, 3PL operations planning, and localized go-to-market strategies.
- Launched 7 web instances in 4 languages, boosting international DTC to 40% of global DTC revenue while overseeing product, merchandising, pricing, and SKU-level forecasting.
- Partnered in Shopify Plus replatform and tech stack optimization between CDP (Rudderstack), CMS (Strapi), Post-Purchase Upsell (Aftersell), Personalization and Recommendations (Dynamic Yield), Email (Klaviyo), SMS (Attentive), Subscription SaaS (Ordergroove, replatformed from home-grown system), Loyalty (Annex Cloud), Post-Purchase Automation (Narvar), Reviews (Yotpo, Bazaarvoice), CRM and Chat AI (Kustomer to Gladly), Digital Experience Analytics (Quantum Metric), BI/Analytics (Looker and GA4)
- Boost CVR with new Design System to enhance UX/UI for PDPs, Navigation, CLPs, and Cart.
- Designed a sophisticated loyalty and subscription program (launching June '25), rebranding MANSCAPED's repeat-purchase models to deepen customer engagement and LTV.
- Influence Marketing to align channel spend using MMM, MMT's and CIA's; build regional strategies, and drive market penetration with efficient CACs.
- Optimized global supply chain with 4 new 3PLs, reducing COGS, improving SLAs, and elevating customer satisfaction for subscription and peak shipments.

SUN BUM, SC JOHNSON

→ International Business | 2019 - 2020

Acted as de facto General Manager for international business, accelerating revenue growth by +42% YOY across 18 countries through distributor and direct models.

- Crafted a high-margin SKU strategy and sales/marketing playbook, driving efficient revenue in North America, Europe, Latin America, Asia, and strategic island markets.
- Led cross-functional launch teams (regulatory, product development, supply chain, marketing, sales), onboarding key retailers, including Boots UK to bolster brand presence.
- Recruited by MANSCAPED for demonstrated success in scaling global business.

REVLON PROFESSIONAL BRANDS

→ North America Communications Manager | 2016 - 2019

→ International Events + Marketing Programs Manager

Directed strategy for three brands and managed North American teams. Provided marketing and digital support for 50 international distributors across 90 countries.

- Launched 4 annual CND collections and the American Crew Acumen line, integrating new email, content, and communications agencies to achieve a 6:1 ROI in the US and Canada.
- Declined promotion to remain in San Diego following office closure.
- Developed a 360-marketing framework, aligning sales and media to reinforce global brand equity.

CADENCE

→ Program Manager | Meeting Manager | Registration Coordinator | 2014 - 2016

Led full-cycle planning and execution of global sales programs, earning Employee of the Quarter recognition for operational excellence and client impact.

- Owned multi-currency budgets, vendor negotiations, and custom web page builds
- Recruited in-house by client Revlon for strategic and international expertise.

GOLIN, INTERPUBLIC GROUP

→ Media Associate | 2012 - 2014

Global communications agency experience in OC, LA, NY, and London offices

USA WATER POLO | KEMP BROS | ROSETTA MILLINGTON GETTY
2009 - 2012