

Jasmine Roseboro

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ABOUT ME

Strategist with 10+ years developing positioning, portfolio strategy, and go-to-market frameworks for beauty, wellness, and consumer brands. Experienced translating consumer and cultural insight into innovation pipelines, product launches, and comms platforms that drive growth.

PROFESSIONAL EXPERIENCE

UNIVERSAL MCCANN, New York, NY

VP, Strategy | April 2024 – Present

Advanced from Associate to Manager (2019-2022) to Director (2022-2024) to VP leading strategic planning for beauty, healthcare, and consumer brands across both global and regional markets

Brand & Portfolio Strategy

- Advised personal care portfolio brands on SKU prioritization and product support strategy by mapping consumer need-states, usage occasions, and competitive dynamics—informing where to invest vs. simplify across 15+ SKUs
- Identified category growth opportunities and whitespace for beauty and OTC brands through consumer segmentation, cultural trend analysis, and competitive landscape review
- Developed brand positioning and messaging strategies for product launches across healthcare and personal care categories, translating consumer insights into creative briefs and go-to-market narratives

Global Strategy & Market Expansion

- Piloted a new global end-to-end strategy process for a large CPG client, creating strategic frameworks and deliverables designed to meet process milestones. Pilot successfully became blueprint for 4 additional global brand launches
- Led end-to-end global strategy development for personal care brand spanning 7 markets including U.S., Canada, UK, Germany, and Brazil, translating consumer health rituals and cultural behaviors into unified brand narrative with regional adaptation
- Led global go-to-market strategy for category-leading OTC pain reliever, developing positioning, audience segmentation, and communications framework for first-in-class innovation deployed across North America
- Synthesized cross-market consumer insights by partnering with regional analytics teams to identify where global brand strategy required local adaptation vs. where consistency was critical to brand equity

Innovation & Consumer Insight

- Led qualitative research initiatives including focus groups and patient interviews across multiple markets to uncover unmet needs, co-developing discussion guides and translating findings into strategic recommendations
- Authored thought leadership on cultural shifts affecting consumer behavior (trend cycles, gaming ecosystems, wellness trends), applying findings to brand and innovation strategies for beauty and lifestyle clients
- Partnered with brand teams to translate cultural and consumer insights into product storytelling, ingredient strategy, and innovation opportunity areas

Creative Strategy & Campaigns

- Created brand platforms and creative strategies connecting consumer truths to integrated campaigns across beauty, wellness, and healthcare brands
- Led creative ideation sessions translating trend research and cultural insights into campaign concepts and brand narratives
- Collaborated with creative agencies to develop brand storytelling that balanced emotional connection with product claims and category credibility

Client & Cross-Functional Leadership

- Managed relationships with senior client stakeholders across global and regional teams, presenting strategic recommendations and facilitating alignment on brand priorities

- Led cross-functional collaboration across strategy, creative, media planning, and analytics teams to ensure integrated campaign development
- Mentored and developed junior strategists, building their capabilities in consumer insight, strategic frameworks, and client presentation

NEUTROGENA® (Kenvue)

Global Innovation Strategist | Jan 2022 – Apr 2022

Selected for competitive client rotation program embedded with global innovation team

- Shaped a 5-year global innovation pipeline by identifying white space across ingredients, formats, and consumer needs in skincare.
- Partnered with R&D and global marketing to inform claims direction as well as consumer and category expansion opportunities.
- Conducted qualitative and quantitative research to uncover unmet needs in acne care, informing NPD briefs and future GTM positioning.
- Presented strategic recommendations to senior leadership that influenced product roadmap and go-to-market positioning for future launches

THOUGHT LEADERSHIP

- [**Culture Pops: The Rise of Criticism Against Trend Fatigue**](#) — **UM Innovation Annual 2025** Analyzed consumer backlash against microtrend cycles and implications for brand longevity.
- [**Gaming Outlook 2022**](#) — **UM Futureproof Series**
Examined gaming's evolution as cultural ecosystem and identified brand opportunities across community, representation, and emerging platforms informing client approaches to engagement with younger consumers

EXPERTISE & SKILLS

- **Strategic Capabilities:** Brand Positioning & Architecture | Portfolio & Innovation Strategy | Go-to-Market Strategy | Creative Platform Development | Comms Frameworks | Consumer Segmentation
- **Research & Insights:** Qualitative Research (IDIs, Focus Groups) | Cultural & Trend Analysis | Behavioral Insight Development | Competitive Landscape Analysis
- **Category Experience:** Beauty & Personal Care | Wellness | Healthcare | Consumer Packaged Goods | Financial Services
- **Tools:** Syndicated Research (MRI-Simmons, IPSOS, Mintel, etc) | Adobe Creative Suite | Microsoft Office | Google Workspace

PROGRAMS & RECOGNITION

- McKinsey Connected Leadership Academy, 2024
- 4A's Vanguard Fellow, 2023
- Co-lead/Judge: UM & AAF HBCUs for Advertising Pitch Competition, 2022-2024

EDUCATION

East Carolina University, Greenville, NC

Bachelor of Science in Business Administration, Accounting | 2013