

ANNIE BURTON

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DARKE STUDIOS
www.darkestudios.com

CO-FOUNDER, BUSINESS OPERATIONS 2024 - now

- Lead operations for audio consultancy focused on sonic branding, music production and sound design, driving creative direction, new business, and strategy.
- Develop emotionally resonant custom sound experiences for clients, focused on enhancing brand identity and audience engagement.
- Manage client relationships, from securing contracts to discovery, project management, delivery of high-quality audio assets, and post-project support.

GOAT GROUP
www.goat.com

PRODUCT MANAGER 2022 - 2024
ASSOCIATE PRODUCT MANAGER 2021 - 2022

- Owned Buyer Experience roadmap for the GOAT mobile app (iOS + Android) and goat.com, overseeing end-to-end product lifecycle.
- Leverage purchase and engagement data to identify business opportunities such as new verticals (Apparel Resale), new features (Search, Product Catalog) and existing features (Checkout) working closely with C-suite, Engineering leaders, Analytics, and Product Design to ensure consistent storytelling, execute for optimal customer experience and prioritize timely delivery.
- Established rigorous testing and delivery strategies to ensure seamless execution, relying on analytics to monitor real-time feature performance.
- Led cross-functional teams (30+ engineers and QA) on major initiatives including:
- Immersive in-app experience and game development for record-breaking Black Friday campaigns, surpassing KPIs in revenue, DAU, acquisition and engagement with global participation of over 2M customers.
- Cross-platform redesign of Search experience from ideation to execution, onboarding of new search provider, optimizing filters and product taxonomy, and building new CMS functionality for curated storytelling through visual product merchandising, increasing product discovery.
- Investigation and overhaul of desktop checkout experience and product detail pages; studying user behavior to inform feature decisions with product design, increasing overall conversion and reducing cart abandon rates.

MERCHANDISING MANAGER 2020 - 2021

- First member of Merchandising team for footwear and new vertical Apparel business, developed analytics reporting structure, merchandising strategy, and KPIs across GOAT and Flight Club; hired and trained all team members.
- Doubled conversion rates YoY.
- Led merchandising for all marketing communications, promotions, and campaigns across the app and desktop site, responsible for daily content and yearly, monthly and weekly calendar.
- Participated in seasonal buys for exclusive brand partners (Balenciaga, Marni, MM6 Maison Margiela and more), managed brand approvals and curation for every product listed on our platform to ensure our curatorial point of view was felt through all channels.

TALENT ACQUISITION MANAGER 2016 - 2018; 2019 - 2020

- First recruiter at scaling startup, hiring 1/3 of workforce in 2017, including 10+ director-level or higher roles.
- Promoted to manager, leading a team of 5 recruiters and overseeing hiring strategy across APAC, Europe, and the US.
- Closed 30+ hires annually, including executive roles; partnered with C-Suite to align talent strategy with global business needs.

THE SAFRAN COMPANY

MOTION PICTURE DEVELOPMENT COORDINATOR 2014 - 2015

JERRY BRUCKHEIMER FILMS

MOTION PICTURE DEVELOPMENT ASSISTANT 2012 - 2014

UNITED TALENT AGENCY

MOTION PICTURE TALENT ASSISTANT 2011 - 2012

ICM PARTNERS

MOTION PICTURE TALENT ASSISTANT 2009 - 2011

- Produced script notes and editorial feedback on hundreds of feature and TV projects from development to post-production.
- Managed pre-production, on-set efforts, and post-production coordination, including financing and distribution.

B.A., Modern History and Politics
University of Oxford

M.A., Art Business - East Asian Art
Sotheby's Institute

Conversational in French and Mandarin Chinese.