



Name

City, State ZIP | Phone Number | Email Address | LI URL

Marketing / Communications Manager

Combining sales, public relations, and promotions experience with external and internal communications expertise and an advanced degree in strategic marketing

-**Highly effective brand manager** in the consumer product goods and digital communications space, with the proven ability to collaborate cross-functionally to promote brand.

-**Skilled in strategic marketing**, with a breadth of knowledge in leading-edge techniques and a thorough understanding of the analytical drivers in the decision-making process.

-**Experienced in employee engagement**, with a record of opening lines of communication and developing incentive systems to increase employee buy-in and productivity.

-**Computer Proficiencies:** Adobe Suite | Marketing Plan Pro
EoStar | MS Office Suite

Areas of Expertise:

- ✓ Content Marketing
- ✓ Corporate Communications
- ✓ Digital Marketing
- ✓ Web Analysis
- ✓ Promotional Marketing
- ✓ Public Relations
- ✓ Social Media
- ✓ Marketing Strategy
- ✓ Marketing Communications
- ✓ Employee Engagement
- ✓ Customer Relationship Management

Professional Experience

COMMUNICATION STRATEGIST

2013–Present

Left Beverage | Rochester, NY

Full-service wholesaler, marketer, and supplier of beverages to retail accounts; \$132M in revenue.

Promoted into newly created role to address rapid growth. Develop, implement, and manage internal and external communications for 2,200 total SKUs including 400+ new SKUs annually, representing 194 brands and 70 suppliers. Partner with senior management to drive sales, brand recognition, and corporate image.

- » Spearheaded complete website redesign, partnering with design agency and internal team to improve user experience and engagement.
- » Created and implemented social media plan that included strategies for brand discovery, audience identification, and content.
- » Improved internal communication processes to increase employee engagement by delivering consistent messaging that aligned with company's strategic direction.
- » Developed an internal volunteer program to enhance community brand awareness; the Q1 event raised funds for Make-a-Wish Foundation.
- » Wrote content-specific and keyword-filled social media posts that increases SEO 5%.

SELECT GROUP SALES REPRESENTATIVE

2010-2013

Managed on-premise promotional activity and targeted brand growth at top 50 accounts. Administered supplier initiatives and mandates at national chain restaurants and worked with GMs to establish employee incentives. Executed promotions, displays, opportunities for POS, and incremental placements for distribution goals.

- » Implemented system to hire, train, and manage a team of 25 promotional associates for an average of 30 events each month—ensuring consistently positive brand representation.
- » Developed organizational system to coordinate and maintain all special events and festivals including engaging in post-event steps to ensure ROI of brand dollars.

PUBLIC RELATIONS COORDINATOR

ABC Communications | Rochester, NY

2007–2010

Markets and promotes communities to prospective residents through a virtual experience on each city's website.

Met with city officials and community businesses to evaluate current customer service and satisfaction levels. Delivered product knowledge and introduced new product lines that would elevate service levels.

- » Reversed a client's dissatisfaction through face-to-face interactions, resulting in video testimonials and referrals that were significant in attracting new business.

MARKET RESEARCH ASSISTANT

EDF Marketing Company | Rochester, NY

2005–2007

Markets and promotes cities for conferences and group meetings.

Researched businesses and cities and reviewed government websites for community-based information; developed data sheets of city demographics and other pertinent facts in preparation for sales presentations by Marketing Executives.

Education & Professional Development

Roberts Wesleyan College

MASTER OF SCIENCE (MS), STRATEGIC MARKETING

St. John Fisher College

BACHELOR OF ARTS (BA), COMMUNICATION & JOURNALIS

Concentration: Advertising; Minor: Marketing

Social Media Marketing Training Certification

Business Communication Training Certification

Cicerone Beer Server Certification

WSET Level-Two Certification

Writing Policies/Procedures

Project Management