

LOREE A BLUE

CREATIVE MARKETING PROFESSIONAL



EXPERIENCE

MARKETING & PUBLIC AFFAIRS MANAGER 2018-current

MARYLAND-NATIONAL PARKS & PLANNING COMMISSION - MONTGOMERY PARKS

Government agency - www.montgomeryparks.org

Plan and execute marketing, public relations and outreach programs; manage and mentor marketing and creative team members. Participate in and oversee brand identity development; message strategy; positioning; and content development. Establish communication style standards. Implement new processes and technology to improve consistency, messaging, reach, engagement and ROI of: website; social media; communications; advertising and public relations programs. Responsible for implementation of internal re-structure of marketing department and the development of processes and accountability standards, staff development, and planning and management of the Montgomery Parks' marketing budget.

CMO 1986-2018

ds2creative - MARKETING COMMUNICATIONS

Creative services agency

Launch and direct boutique creative agency. Hire and mentor 4-5 full time employees and 3-4 part-time freelance talents. Responsibilities: new business development; client relationships; marketing, creative and sales strategy; brand identity warrior; copy and content; customer service and social media protocol; creative project execution leadership; scheduling; talent assignment; communications; media and vendor relationships; and budget management. Perform hands-on role of chief cook and bottle-wash, with get-it-done/get-it-done-right mantra.

Example of clientele & services 2011-2018

RED HOT & BLUE RESTAURANTS, INC.

*National casual dining restaurant chain, franchisor and caterer
www.redhotandblue.com*

Plan and execute marketing program; hire, manage and mentor marketing and creative team members. Actively participate in and oversee identity development; message strategy; brand positioning; content development; promotions; and establish/uphold design standards. Development of menus; new recipe creation; quarterly and seasonal limited time offering menus and promotions; weekly email marketing program; birthday and loyalty club database opportunity management; local store marketing programs; catering promotions; point-of-sale; website; PPC; social media programs; reputation management ; public relation campaigns; photography and video production. Lead bi-annual Franchisee and National Ad Group marketing meetings, host weekly conference calls to lead General Managers and monthly conference calls with Franchisees. Hired to focus on the cost-efficient management of the marketing budget, while at the same time charged with re-positioning a mature brand, increasing overall brand awareness, improve store traffic and expand the brand's online presence. Guest engagement grew 300% by implementing multi-channel, strategic promotions integrated via email, web, online marketing, in-store promotion, paid advertising and social media channels. I was able to save the company over \$100,000 per year by negotiating contracts and aligning with vendors that were able to provide targeted services cost effectively.

Example of clientele & services 1986-2011

TW GARNER FOOD COMPANY

*International sauce, salsa and chip manufacturer
www.texaspete.com www.greenmountaingringo.com*

Designed and executed all marketing materials for TW Garner Food Company (Texas Pete® and Green Mountain Gringo® brands) for 20+ years. Established brand identity, developed website and provided collateral materials, packaging, couponing, in-store display, NASCAR® sponsorship support tools, advertising (B2B/B2C), public relations and promotions.

See page 2 for more industry experience.



REFERENCES

ANN RIDDLE
336-661-1550

CEO, TW GARNER FOOD COMPANY
ariddle@twgarner.com

RANDY McCANN
407-529-8484

Former President /COO RED HOT & BLUE RESTAURANTS, INC.
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DEBBIE CESTA
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Corp/Vol Engagement Manager, HABITAT FOR HUMANITY
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SUMMARY

I am a multi-tasking, creative executive with strong business acumen. I am a skilled communicator bringing a high level of energy and meticulous attention to detail to every endeavor. I listen actively, think strategically, am skilled at prioritizing, and have a knack for being able to cut through the clutter to achieve strong focus and effective solutions.

As a team builder, I am a facilitator, a contributor and a cheerleader. I draw energy and inspiration from bringing talent together into cross-functional, cooperative and productive teams. I am positive, passionate, insatiably curious and thrive in challenging and fast-paced environments. I love technology, seek out new digital opportunities and follow design, marketing, societal and cultural trends. Excel in identifying disruptive marketing opportunities and producing creative deliverables on brief, on deadline and in budget.

I have worked in the corporate marketing divisions for companies such as Lowes Home Improvement, L'eggs Hosiery, Pioneer-Eclipse Floor Care, and RJ Reynolds Packaging. I have experience in leadership within a communications firm and subsequently founded and directed a successful boutique creative marketing agency for over 20 years. I understand the dynamics and processes to achieve excellence in both agency and corporate environments.



EXPERTISE

- Creative Strategy
- Marketing & Sales Strategy
- Team Leadership & Mentorship
- Project & Budget Management
- Persuasive Presentation Skills
- Multi-Channel Marketing Programs
- Corporate Communication Plans
- Brand Identity & Standards
- Website Design, SEO/UX/UI
- Content Development Oversight
- Social Media Strategy
- Public Relations Programs
- Digital & Traditional Advertising

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NOTEABLE INDUSTRY EXPERIENCE

VARIETY WHOLESALERS INC.

380 ROSES STORES REGIONAL DISCOUNT RETAILER

- Brand Identity
- Website Design
- Social Media Program

LOWES HOME IMPROVEMENT STORES

NATIONAL HOME IMPROVEMENT RETAIL CHAIN

- Display Design
- Contractor Incentive Program
- Contractor Monthly Newsletter Program
- Direct Mail Program
- Tabloid Production

L'EGGS SARA LEE CORPORATION

HOSIERY MANUFACTURER

- In-Store Promotions
- Packaging and Display Design
- Sales Collateral
- Coupon Programs

CHESSON LABS, INC.

START-UP PHARMACEUTICAL COMPANY

- Branded/Positioned/Launched New Pharmaceutical Product Introductions

PANNILL KNITTING

APPAREL MANUFACTURER

- Fashion Apparel Catalog Design
- Photography Styling, Supervision
- B2B/B2C Advertising and Point-Of-Sale

RJ REYNOLDS PACKAGING

TOBACCO MANUFACTURER

- Cigarette Package Design

FEBREZE HOME COLLECTIONS

CANDLE/SCENTS MANUFACTURER

- Product Photography
- E-commerce Website Design/Build

GOLDING FARM FOODS

SAUCE MANUFACTURER

- Brand Identity
- Trade Show Displays
- Product Labels, Packaging & Photography

SCIWORKS SCIENCE MUSEUM & ENVIRONMENTAL PARK

FORSYTH COUNTY SCIENCE MUSEUM & PARK

- Research, Write, Design, and Illustrate Interactive Science Exhibits & Displays
- Museum Signage
- Website, Newsletters, Annual Reports
- Direct Mail, Email Campaigns, Membership Programs



PORTFOLIO: www.loreebblue.com/portfolio



EDUCATION

PROFESSIONAL E-CORNELL, Cornell University Online CERTIFICATES

Marketing Strategy Certificate 6 courses

- Essentials of Marketing Strategy
- Applied Marketing Strategy and Decision-Making Tools
- Marketing Research and Analysis
- Creating and Communicating the Value of Your Brand
- Introducing New Products: Success and Failures
- Distribution Strategy and International Marketing

Data-Driven Marketing Certificate 6 Classes

- Measuring Consumer Preferences
- Analyzing Segmentation and Targeting
- Using Data for Positioning Brands
- Predicting and Managing Customers' Lifetime Value
- Market Response Modeling
- Optimizing Digital Advertising with Analytics

Executive Leadership Certificate 8 courses

- Quality and Service Excellence
- Leading Collaborative Teams
- Strategic Decision Making
- Leading with Credibility
- Motivating People for High Performance
- Coaching Skills for Leaders
- Leading for Creativity and Innovation
- Planning and Delivering Effective Presentations

BFA COMMERCIAL ART

EAST CAROLINA UNIVERSITY

Graduate
Major: BFA Commercial Art Minor: Printmaking



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SOFTWARE

PHOTOSHOP	20+ YEARS
INDESIGN/QUARK	20+ YEARS
ILLUSTRATOR/FREEHAND	20+ YEARS
MICROSOFT OFFICE	20+ YEARS
PROJECT MANAGEMENT	14+ YEARS
HTML, PHP, CSS	14+ YEARS
PREMIERE PRO	10+ YEARS
DREAMWEAVER	10+ YEARS
WORDPRESS	8+ YEARS
AUDITION	3+ YEARS
AFTER EFFECTS	3+ YEARS
SHOPIFY	3+ YEARS
SKETCH	1+ YEARS



PERSONAL

- Ready & able to travel as needed; willing to relocate
- Insatiably curious and passionate about technology; thrive on identifying new, disruptive marketing opportunities
- Abreast of trending pop culture and current design influences
- Possess excellent written, verbal and visual communication skills
- Conversationalist: Well-mannered, considerate, and spirited - innately wired for social networking events and client/management presentations
- Problem-Solver: Enjoy identifying solutions and finding new approaches
- Enjoy mentoring staff to expand their professional expertise and love sharing the "high-five ah-ha" moments
- Calm-Under-Pressure: Provide calm to the chaos of deadlines and multi-tasking environments
- Self-motivated: High energy, entrepreneurial spirit