

LOREE A BLUE

CREATIVE MARKETING PROFESSIONAL



EXPERIENCE

MARKETING & PUBLIC AFFAIRS MANAGER

2019-current
Silver Spring, MD

MARYLAND-NATIONAL CAPITAL PARKS & PLANNING COMMISSION, MONTGOMERY PARKS

Government Agency - montgomeryparks.org

- Plan and execute digital and traditional marketing programs
- Mentor, inspire and motivate creative team members
- Manage brand identity and style standards; graphic design; photography and videography; communications; content development and social media programs; advertising; website design, development and user experience; event promotions; blogging; and media relations for all divisions organization-wide.
- Leadership of marketing department: accountability standards; processes; procedures; project management; and staff responsibility
- Oversee Montgomery Parks' marketing budget
- Identify benchmarks to support and assess ROI: website, social media; paid digital, print, radio and TV advertising; internal and external communications; audience reach; public engagement; advocacy; and public relations.

CREATIVE DIRECTOR

2000-2019
Lewisville, NC

DS2CREATIVE

Creative Marketing Communications Agency

Launch and direct boutique creative agency:

- New business development and client relationships
- Marketing, creative and sales strategy
- Creative ideation and graphic design
- Brand identity warrior, protector of style standards
- Project execution and talent assignment
- Media and vendor relationships
- Budget management

Hands-on role of leadership for 4-person team, designer, chief cook and bottle-wash, with get-it-done/get-it-done-right attitude.

SAMPLING OF ACCOUNTS

RED HOT & BLUE RESTAURANTS, INC.

National Casual Dining Restaurant Chain, Franchisor & Caterer
redhotandblue.com

TW GARNER FOOD COMPANY

International Sauce, Salsa and Chip Manufacturer
texaspete.com greenmountaingringo.com

VARIETY WHOLESALERS, INC.

Regional Discount Retailer
rosesdiscountstores.com

LOWES COMPANIES

National Home Improvement Retailer
lowes.com

FEBREZE HOME COLLECTION

Candle & Scent Manufacturer
febrezehomecollection.com

GOLDING FARMS FOODS

Sauce Manufacturer
goldingfarmsfoods.com

STICKY FINGERS RIBHOUSE

Regional Casual Dining Restaurant Chain & Caterer
stickyfingers.com

INDUSTRIAL BATTERY & CHARGER, INC. | GREEN ENERGY CONCEPTS

Regional Industrial Power Distributor
ibcpower.com geciproducts.net

MICROMEM, INC. | MAST, INC.

Sensor Technology
micromeminc.com mastinc.com



REFERENCES

RANDY McCANN President /COO, RED HOT & BLUE RESTAURANTS, INC.
407-529-8484 rlmccann@aol.com

DEBBIE CESTA Corp/Vol Engagement Manager, HABITAT FOR HUMANITY
336-306-8419 debbie.cesta@habitatforsyth.org

ANN RIDDLE CEO, TW GARNER FOOD COMPANY
336-661-1550 ariddle@twgarner.com



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SUMMARY

I am a multitasking, creative executive with strong business acumen and entrepreneurial spirit. I am a skilled communicator that listens actively, thinks strategically, and has a knack for cutting through the clutter to achieve strong focus and effective messaging and visuals. As a team builder, I am a facilitator, a contributor and a cheerleader.

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, social, and cultural trends. Excel in identifying disruptive marketing opportunities and producing creative deliverables on brief, on deadline and in budget.

I have experience in strategic marketing for government, consumer goods; industrial manufacturing; restaurant and hospitality; science and technology; pharmaceutical; and museum, travel, and tourism industries. I understand the unique challenges and needed processes to achieve excellence within a creative agency, government or corporate environment.

Portfolio: loreblue.com/portfolio



KILLER SKILLS

Adobe® Photoshop, Illustrator, InDesign, Premier & Acrobat • Microsoft® Office, Excel & Powerpoint • Wordpress Website Design • User Experience • SEO Social Media Strategy • Hootsuite Pro Google® Adwords • Facebook Ads Brand Identity & Standards • PR Corporate Communications



EDUCATION

EAST CAROLINA UNIVERSITY
• BFA Commercial Art

E-CORNELL CERTIFICATE
• Marketing Strategy
• Executive Leadership
• Data Driven Marketing