

LOREE BLUE

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RELEVANT EXPERIENCE

Maryland-National Capital Park & Planning Commission

Wheaton, MD
February 2019-current

Principle Marketing & Public Affairs Manager

- Guide brand ideation, vision, mission and brand positioning
- Responsible for supervising, planning and executing integrated digital and traditional marketing programs for 12 separate divisions within the organization, oversee marketing, website and social media plans for 26 managers ranging from two formal gardens and five nature centers, six historical sites, two tennis centers, driving range and mini-golf, archery range, waterpark, two ice skating facilities, and three event centers
- Drive all aspects of consumer touch points through: oversight of brand identity and creation of style standards, leadership of targeted marketing strategies that include cross-platform, multi-faceted engagement opportunities, implementation of crisis communications procedures to protect brand reputation, and mentor the marketing team in the development of engaging website and social media content
- Manages the department's accountability, productivity, collaboration and staff performances
 - Align the timing of social media account messaging with the launch of marketing promotion launches which is resulting in 60% collective growth in website visitation and social media engagement over past year
 - Reformat website presentation, updating organization of content, introducing new backend technology, and adding SEO, which is resulting in increasing unique visitors by 30% and expanding the length of time visitors remained on site by 22% within first few months
 - Growing email marketing database at a rate of 100 new registrants per week (newsletter sign-up registrations) through targeted organic and paid marketing activities
 - Oversee the invention of the Activity Guide in electronic format and developing new electronic distribution avenues through partnerships and community organizations increasing exposure and creating a savings over \$100k in production costs
 - Negotiate and manage media, advertising, vendor and supplier relationships with an internal marketing budget of +\$425,000
 - Hire, mentor, inspire, and motivate six cross-functional direct reports to work efficiently and effectively through collaboration: Graphic Designer, Visual Media Specialist, Social Media Specialist, Communications Assistant and two Assistant Marketing Managers through virtual team meetings twice daily and once a week one-on-one meetings, six month informal review and a formal annual review process
- Utilize data to guide strategy by identifying and analyzing KPIs to support ROI and measure the performance of marketing initiatives to translate into actionable insights for continual improvements in our marketing efforts

DS2Creative Marketing Communications

Lewisville, NC
August 2000-February 2019

Creative Director

- Built a successful boutique marketing communication firm with core clients with 95% account retention year over year, demonstrated the ability to build and maintain successful c-level client relationships
- Initiated a strong incentive-based working environment that achieved profit margins of 45% resulting in strong staff retention rate
- Led vision, creative ideation, and simultaneous execution of account-focused, creative marketing deliverables on brief, on deadline, and in budget, including marketing campaigns, website design, development and maintenance, social media strategies and content management, public relations programs, sales collateral, customer service training and accountability for client staff and exhibit design and illustration
- Sample accounts and industry expertise:
 - TW Garner Food Company, Texas Pete® Brand Sauces and Green Mountain Gringo® Salsa and Tortilla Chips, Food Manufacturer
 - Red Hot & Blue Restaurants, Inc., Casual Restaurant Chain, Franchisor & Caterer
 - Sticky Fingers Smokehouse, Casual Restaurant Chain & Caterer
 - Lowes Home Improvement, National Home Improvement Retailer
 - Febreze Home Collection, Candle & Scent Manufacturer
 - Industrial Battery & Charger, Inc., Regional Distributor of Power
 - Green Energy Concepts, Distributor of Imported Charger Technology
 - L'eggs Hosiery, Textiles & Apparel Manufacturer
 - Variety Wholesalers, Roses Discount Stores, Regional Discount Retail Stores
 - Dize Company, Manufacturer and Distributor of Awnings, Tarps & Specialty Canvas Products
 - Tanglewood Park, Park, Recreation & Tourism
 - Reynolda House Museum of American Art, Art Museum & Tourism
 - Micromem, Inc. and Mast, Inc., Sensor Technology Products & Applications
 - SciWorks Science Museum and Environmental Park, Educational Tourist Attraction
 - North Carolina Grassroots Science Museums Collaborative, Museum Association
 - North Carolina Association of Independent Schools, Association of Independent Schools

Pioneer-Eclipse Corporation

Sparta, NC
May 1996 - August 2000

Director of Marketing

- Planned and executed regional, national, and international B2B marketing, sales and service strategies for an international floor care equipment and chemical company spanning 40 countries and a manufacturing capacity of 30 million gallons per year of chemicals
- Managed a staff of team members to produce brand identity standards, launched complete re-branding and re-positioning of matured product line, including six new products and four new maintenance programs, and sales support collateral materials which helped the products to be sponsored/sold in 40 countries
- Collaborated on trade publication editorials and advertising programs which increased exposure, positioned the brand as exposure, without adding additional costs to the marketing expenditures cost
- Oversaw new product development timelines by coordinating with all relevant stakeholders including potential buyers, senior staff, and product engineers to ensure a successful and profitable new product launch

EDUCATION

East Carolina University,

Bachelor of Fine Arts, Commercial Art

Cornell Professional Certificates

Strategic Marketing, Data-Driven Marketing, and Executive Leadership