

LOREE BLUE

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RELEVANT EXPERIENCE

Maryland-National Capital Park & Planning Commission

Principal Marketing & Public Affairs Manager

Wheaton, MD

February 2019-current

Guide Brand Vision and Creative Strategy

- Guide marketing and creative strategy and content development to support vision, mission, and organizational business objectives.
- Serve as a customer advocate by building a consistent and engaging user experience for all brand touch points, marketing, advertising, and communications. Drive acquisition and conversion.
- Own brand identity. Assess all marketing activities for consistent message voice, positioning, and visual identity.
- Create and implement brand standards guide and departmental policies. Provide oversight of standards, educating staff from all divisions throughout the organizations to ensure consistent brand identity and reputation.

Analyze and interpret competitive trends, market data, and consumer insights into a plan of action

- Utilize data-driven strategies and define metrics to measure the success of individual and collective performances.
- Define and track KPIs to identify the ROI of free and revenue-generating programs and events.
- Research competitive landscape and monitor trends and adjust strategies and maintain product differentiation.
- Interpret Google Analytics to identify visitor behavior to be used as actionable insights for continual improvements in our website content.
- Analyze content, keywords, tags, and campaign metrics.
- Oversee Hootsuite Enterprise to measure organic and paid media via Facebook, Twitter, Instagram, and Google.
- Implement customer surveys and interpret responses to analyze program offerings, market preferences, and effectiveness of messaging and strategy.
- Provide leadership of the organization's MarTech stack.

Manage the department's priorities, accountability, productivity, quality, and effectiveness

- Develop and implement marketing plans, participate in creative strategy, brainstorming, messaging priorities, content development and assign talent and deadlines.
- Align social media messaging with marketing promotions, website content, email marketing, and PR releases through collaborative scheduling and departmental communication. The payback was a 60% growth in website traffic and a 45% growth in social media followers over the past year.
- Redesign website presentation to improve User Experience and SEO, initiated lifestyle-driven brand positioning, update content, introduce new backend technology functions, and enhanced SEO tools, which has influenced a 30% increase in unique visitors and 22% expansion in the length of time visitors remained on site within first few months of plan implementation.
- Create a more inclusive accessibility experience through the resolution of complex accessibility issues, recommend and implement software, providing automated accessibility audits and progress reports to measure success in maintaining Section 508 compliance.
- Develop an interactive, customizable Program and Activity Guide Book tool that assembles program data in real-time via API (manual program updates are no longer needed-saving 10% in labor costs), provides custom content for our customer that real-time 24/7 and realizes savings over \$100k in traditional manual publication costs. Provided a sustainable solution and reduced print waste.
- Research and utilize A/B testing to improve email distribution, which is resulting in a 15% increase in opens.
- Grow the email marketing database at an average rate of 100 new registrants per week through ongoing, targeted organic social and paid digital marketing campaigns.
- Negotiate and manage media, advertising, freelance talent, agency, vendor, and supplier relationships for accountability of the marketing budget.
- Monitor ROI to guide team priorities; provide leadership on the most efficient staff expenditure of time and money.

Lead Project Management

- Serve as a funnel for all marketing requests and projects. Set priorities and allocate talent in a fast-paced, quickly changing landscape.
- Provide creative development leadership of integrated digital and traditional, cross-channel marketing and communication strategies that include creative concept, branding, user experience (UX), owned, earned and paid media including search, display, pay-per-click (PPC), and organic advertising, press releases, media story pitches, influencer marketing, email marketing campaigns, special events promotions, content expert articles and storytelling blogs, website development and social media content development, search engine optimization (SEO), videography, photography, illustration, animation, PowerPoint presentations, direct mail, print collateral, television commercials, radio spots, signage, and crisis communications.
- Implement project management software to assign, track, and analyze effectiveness of marketing activities. Software tool improved team communications and scheduling to build a more collaborative team. Reduced turnaround time of project deliverables by 40% by increasing efficiency of department operations.

Build, develop and retain a high-impact, results-oriented team

- Hire, mentor, coach, and inspire 5 full-time and 1 part-time creative, cross-functional direct reports: Graphic Designer, Photographer/Videographer, Social Media Specialist, Communications Assistant, and two Assistant Marketing Managers.
- Establish and monitor staff performance goals, assign accountabilities, set objectives, establish priorities, and provide regular feedback on performance.
- Promote a culture of high energy and continuous improvement that values learning and a commitment to quality. Seek frequent opportunities for professional career development of each team member.
- Lead a diverse team through daily virtual collective team meetings, weekly one-on-one meetings with each team member, plan quarterly team building activities, provide six-month informal progress review, and an annual formal review evaluation.

DS2Creative Marketing Communications

Creative Director/Chief Marketing Officer

Lewisville, NC

August 2000-February 2019

Business Development and Account Management Leadership

- Built a successful boutique marketing communication firm with 95% account retention year over year, demonstrating the ability to build and maintain successful owner, manager, and c-level client relationships.
- Devised the firm's sales objectives, created and presented new business pitches. Grew account base 30% consistently for 20 years.

- Gained deep understanding of numerous and diverse B2B and B2C industries, including competitors, services, consumer behaviors and values. Extensive experience in manufacturing, distribution, retail, restaurant and hospitality, tourism and leisure, textiles, furniture, technology, and service industries.
- Represented client companies at national sales and marketing meetings. Led marketing plan presentations. Worked with individual sales managers to develop effective sales presentations.
- Mentored four full-time and three part-time employees. Hired and coordinated contract talent and technicians.
- Established, and maintained an extensive vendor network.

Creative Project Leadership

- Led and participated in the creative concept, development and execution of strategic multi-channel marketing and lead generation services that engaged customers to improve market-share.
- Led project execution of client-focused, creative marketing deliverables that were on brief, on deadline, and in budget.
- Planned and executed marketing and promotion demand generation programs, website development and UX, designed specifically to increase conversion.
- Created integrated, multi-channel marketing programs including brand identity and corporate standards, website and social media strategy and content development and maintenance, e-commerce website design and development, public relations programs, customer service and sales strategies, and digital and traditional advertising campaigns.
- Provided leadership and participated in the development of merchandising and marketing programs including Limited-Time Offers, in-store POP materials, signage, packaging, sales collateral, and manager and franchisee incentive programs.
- Developed local store sales programs and implemented weekly marketing conference call for clients' corporate-owned store managers and franchisees.
- Map customer segmentation to product benefits and channel selection to fully optimize marketing content and spend.

Sample accounts and industry expertise:

- TW Garner Food Company, Texas Pete® Sauces, Green Mountain Gringo® Salsa and Tortilla Chips, *International Food Manufacturer*
- Red Hot & Blue Restaurants, Inc., *National Casual Restaurant Chain, Franchisor & Caterer*
- Sticky Fingers Smokehouse, *Regional Casual Restaurant Chain & Caterer*
- Lowes Home Improvement, *National Home Improvement Retailer*
- Febreze Home Collection, *Global Candle and Scent Manufacturer*
- Battery Watering Systems, *Global Battery Watering System Accessory Manufacturer and Distributor*
- Industrial Battery & Charger, Inc., *Regional Distributor of Power*
- Green Energy Concepts, *National Distributor of Imported Charger Technology*
- L'eggs Hosiery, *Global Textiles & Apparel Manufacturer*
- Variety Wholesalers, Roses Discount Stores, *Regional Discount Retail Stores*
- Dize Company, *Regional Manufacturer and Distributor of Awnings, Tarps & Specialty Canvas Products*
- Tanglewood Park, *County Park, Recreation & Tourism*
- Reynolda House Museum of American Art, *Art Museum & Tourism*
- Micromem, Inc. and Mast, Inc., *Global Sensor Technology Products & Applications*
- SciWorks Science Museum and Environmental Park, *Educational Tourist Attraction*
- North Carolina Grassroots Science Museums Collaborative, *Museum Association*
- Chesson Labs, *Pharmaceutical*

Pioneer-Eclipse Corporation

Director of Marketing

Sparta, NC

May 1996 - August 2000

- 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 with a manufacturing capacity of 30 million gallons per year of chemicals.
- Managed marketing team priorities and budget. Supervised and participated in creation of updated brand identity standards, re-positioned a matured product line that included six new product introductions, four new maintenance programs, a new service program, and extensive sales support materials.
- Collaborated on trade publication editorials, built relationships with media through public relations and advertising campaigns.
- Organized and executed trade show events and promotions.
- Established priorities and scheduled new product launches and new program rollouts. Oversaw product development, testing, coordinated stakeholders, senior staff, salesmen, and product engineers to ensure a successful and profitable new product launch.

SKILLS

- Expert (20+ years): Adobe Creative Suite (Adobe Illustrator, InDesign, Photoshop, Acrobat)
- Expert (20+ years): Strategic Marketing, Graphic Design, Creative Brainstorming and Concept Development, Branding
- Advanced (10+ years): Social Media Marketing, WordPress Website Design and Development, UX, CSS and HTML
- Advanced (10+ years): B2C and B2B Marketing Plans, Sales and Customer Service Strategy
- Advanced (10 years): Microsoft Office Suite (Excel, Word, Outlook)

EDUCATION

- East Carolina University, Bachelor of Fine Arts, Commercial Art*
- Cornell Professional Certificate Program, Strategic Marketing*
- Cornell Professional Certificate Program, Data-Driven Marketing*
- Cornell Professional Certificate Program, Executive Leadership*

WEBSITE PORTFOLIO

<https://www.loreeblue.com>