

LISA FOSDICK

20 HOLMES TERRACE | PLYMOUTH, MA 02360 | 508-245-2887

BRANDING SPECIALIST • CREATIVE VISIONARY • MARKETING STRATEGIST

MULTIMEDIA ADVERTISING | PR | VENDOR ALLIANCES | EMERGING TECHNOLOGY | EVENT PLANNING | PROMOTIONAL MATERIALS

Creates and implements cost effective methods to reach target audiences and maximize visibility.

Cultivates long-lasting relationships and strengthens community ties.

Demonstrates an unsurpassed dedication to organization's success.

PROFESSIONAL EXPERIENCE

Logo Loc, Pelham, NH

August 2016-Present

Vice President of Sales

Executive Leadership role managing a sales & production team to integrate and grow an existing book of business as well as broker purchases of same channel and complimentary channel businesses. Responsible for the creation and management of a Sales Program and Infrastructure, dedicated to the support of the current client base and development of new business.

- Leverage in house decorating services
- Creative Director and Manager of all Social Media, Email Blasts and Web Development
- Enhance existing Vendor Relationships
- Analyze and recommend best practices in the Promotional Apparel and Promotional Products Space
- Establish a training program for all staff
- Analyze sales data for goal setting and forecasting

British Beer Company, Plymouth, MA

September 2011-August 2016

Director of Marketing and Social Media

Enhanced competitive position, contributed to significant sales growth, and won favorable public recognition by spearheading, creating, and directing innovative marketing strategies that maximize budget parameters.

Played a key role in adding 4 new locations to this independently owned chain of casual eating and drinking establishments; Currently engaged in preparations to open a 5th new restaurant in just 4 years for a total of 14.

- Originated multichannel digital marketing campaign that has created a growing on line presence; Engages targeted audience and promotes brand by developing and publishing written, visual, & *YouTube* video content that creates an impression, encourages conversation, and increases visibility.
 - Managed *Facebook* pages for all 13 restaurants and increased "likes" from 3,000 to 14,000.
 - Launched and maintained *Twitter* account that has attracted 1,800 followers.
 - Initiated *Instagram* account and utilized *Hootsuite Content Management System* to establish a steady stream of more than 600 followers.
- Developed and executes innovative and resourceful multimedia advertising plan.
 - Revamped entire website and manages its content; Created online store for BBC merchandise.
 - Developed print ads, wrote and produced radio spots, and directed photo shoots; Created content and cadence for email marketing to 14,000 members; Makes all decisions regarding placement.
 - Created and supervised production of television programs featuring BBC chef.
 - Increased Loyalty Program to 5,000 members, and growing.
 - Oversaw philanthropic ventures in response to community needs that have raised over \$500,000 for local charities including organizing annual golf tournament, eliciting donations for raffles, and donating gift cards.
 - Acted as Co-Beverage Manager; Procures vendor relationships that support mutual sales growth.
 - Increased beer sales by 36% through promotional events and streamlining offerings.
- Transmitted vision into reality by partnering with *The Woodstock Inn* in NH to brew *Uncle Lumpy's Vanilla Porter*, the BBC's own craft beer, a consistent top seller since it's introduction in 2012.
- Collaborated with individual Chefs and General Managers as liaison among upper management to assure consistency in executing marketing plans, holding fundraisers, and maximizing vendor relations.
- Designed and implemented staff uniform program to reflect BBC experience.
- Created and managed apparel website for consumer purchase.

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PROFESSIONAL EXPERIENCE

First Impressions, Plymouth, MA

October 2001-September 2011

President/Owner

Established a multimillion dollar distributorship of largely eco-friendly promotional products.

- Procured a solid customer base through cold calling and networking among longstanding contacts.
- Customized logos & products and developed marketing campaigns to reflect customer's company image for items like employee incentives, business gifts, and advertising materials.
- Commissioned products from among over 13,000 manufacturers to keep costs down and realize profits.
- Hired, trained, and led sales team to achieve performance goals by building relationships and assuming total customer satisfaction.

Adventures in Advertising, Quincy, MA

August 1996-September 2001

Director of Training and Development

Propelled growth of independently owned promotional product franchises from 35 to 750 that continue to prosper today.

- Conducted an ongoing recruitment campaign to identify potential owners, initiate a connection, and ultimately open a business.
- Helped to jump start new businesses by leading 2 week in-house training workshops.
- Developed and implemented training initiatives to support success and promote growth.

PROFESSIONAL AFFILIATION

Commonwealth of Massachusetts

Women Owned Business Certified

VOLUNTEER EXPERIENCE

Jordan Hospital Club, Plymouth, MA

Board Member

- Plays an integral role in this independent all volunteer fundraising organization.
- Chairperson of Kayla's Beat Road Race, a 5K that raised over \$15,000 to support a variety of community health initiatives.