

# LOREE <sup>A</sup> BLUE

CREATIVE MARKETING PROFESSIONAL

**CMO, ds2creative**      **2000-current**      **Lewisville, NC**

*Marketing communications agency*

Launch and direct boutique creative agency. Hire and mentor 4-5 full time employees and 3-4 part-time freelance talents. Primary responsibilities: new business development; client relationships; marketing, creative and sales strategy; brand identity warrior; copy and content development; 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 attitude. Servant leadership style.



Notable account experience

## RED HOT & BLUE RESTAURANTS, INC.

*National casual dining restaurant chain, franchisor and caterer*  
[www.redhotandblue.com](http://www.redhotandblue.com)

Plan and execute marketing program; hire, manage and mentor marketing and creative team members. Actively participate in and oversee brand standards development and management; message strategy; brand positioning; creative design and production. Development of dine-in, take-out and catering menus; new recipe creation; quarterly and seasonal limited time offering menus and promotions; weekly email marketing program; birthday and loyalty club database management and promotion; local store marketing programs; catering promotions; point-of-sale; website; PPC; social media programs; reputation management; public relation campaigns; photography and video production. Developed customer service protocol and supervised internal staff. Lead bi-annual Franchisee and National Ad Group marketing meetings, host weekly conference calls with 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. Saved the company over \$100,000 per year by negotiating contracts and aligning with vendors that were able to provide targeted services cost effectively.

## INDUSTRIAL BATTERY & CHARGER, INC.

*Largest privately-owned regional distributor of industrial batteries and chargers in the Southeast - 13 branch locations in North Carolina, South Carolina, Virginia, Georgia, Alabama, Tennessee and Florida.* [www.ibcpower.com](http://www.ibcpower.com)

Hired by the Vice President of Sales and Service to manage the creative strategy and protect IBCI's brand identity in all facets of advertising, email, website, sales collateral, photography, video, social media, online marketing and public relations programs. Established a cohesive and unique brand identity in their markets, implemented a strategic company message. Increased online visibility and engagement over 240%.

## PIONEER/ECLIPSE CORPORATION

*Global floorcare equipment and chemical manufacturer*

Responsible for global marketing programs; supervision and coordination of product development launches; corporate communications; public relations and advertising. Designed and implemented sales programs, presentations and literature to support sales teams for international, national and regional accounts.

## TW GARNER FOOD COMPANY

*International sauce, salsa and chip manufacturer*  
[www.texaspete.com](http://www.texaspete.com) [www.greenmountaingringo.com](http://www.greenmountaingringo.com)

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

More industry experience on following page.

## REFERENCES

**RANDY McCANN**      *President/COO, RED HOT & BLUE RESTAURANTS, INC.*  
407-529-8484      [rlmccann@aol.com](mailto:rlmccann@aol.com)

**DEBBIE CESTA**      *Corp/Vol Engagement Manager, HABITAT FOR HUMANITY*  
336-306-8419      [debbie.cesta@habitatforsyth.org](mailto:debbie.cesta@habitatforsyth.org)

**ANN RIDDLE**      *CEO, TW GARNER FOOD COMPANY*  
336-661-1550      [ariddle@twgarner.com](mailto:ariddle@twgarner.com)

**PORTFOLIO** [www.loreblue.com/portfolio](http://www.loreblue.com/portfolio)



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206 Tullyries Lane  
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## SUMMARY

I am an innovative 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 effective marketing 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, Leggs Hosiery, Pioneer-Eclipse Floor Care and RJ Reynolds Packaging. I have experience in leadership positions within a marketing 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
- Customer Care/Service Protocol
- Brand Identity & Standards
- Website Design, SEO/UX/UI
- Content Development Oversight
- Social Media Strategy
- Corporate Social Media Guidelines
- Public Relations Programs
- Digital & Traditional Advertising

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More notable account experience

## VARIETY WHOLESALERS INC.

ROSES STORES REGIONAL DISCOUNT RETAILER

- Brand Identity
- Website Design
- Social Media Program

## LOWES HOME IMPROVEMENT

NATIONAL HOME IMPROVEMENT RETAIL CHAIN

- Display Design
- Contractor Incentive Program
- Contractor Monthly Newsletter Program
- Direct Mail Program
- Outdoor Advertising

## L'EGGS SARA LEE

HOSIERY MANUFACTURER

- In-Store Promotions
- Packaging and Display Design
- Sales Collateral
- Couponing 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

FORSYTH COUNTY SCIENCE MUSEUM & PARK

- Researched, Wrote, Designed, and Illustrated Interactive Science Exhibits & Displays
- Museum Signage
- Website, Newsletters, Annual Reports
- Direct Mail, Email Campaigns, Membership Programs



## EDUCATION

### PROFESSIONAL CERTIFICATES

E-CORNELL, Cornell University Online  
*Online professional certificates with Cornell University Faculty*

#### 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 courses

- 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

MICROSOFT OFFICE	20+ YEARS
PHOTOSHOP	20+ YEARS
INDESIGN/QUARK	20+ YEARS
ILLUSTRATOR/FREEHAND	20+ YEARS
DAYLITE PROJECT MGMT	20+ YEARS
QUICKBOOKS PRO	20+ YEARS
HTML, PHP, CSS	14+ YEARS
DREAMWEAVER	14+ YEARS
PREMIERE PRO	10+ YEARS
CMS + WORDPRESS	8+ YEARS
AUDITION	3+ YEARS
AFTER EFFECTS	3+ YEARS
SHOPIFY	3+ YEARS
SKETCH	1+ YEARS
WORKAMAJIG	1+ YEARS
ADOBE MARKETING CLOUD	1+ YEARS



## PERSONAL

- Widowed with 2 grown daughters, age 27 and 25, who reside in Washington, DC and Raleigh, NC

- Ready & able to travel as needed; willing & able to relocate

- Insatiably curious and passionate about technology; thrive on identifying new, disruptive marketing opportunities

- Seek out new digital opportunities and follow design, marketing, societal and cultural trends

- Possess excellent written, verbal and visual communication skills

- Well-mannered, considerate, and spirited conversationalist and presenter

- Innately wired for social networking events and client or management/team presentations

- Enjoy identifying problem-solving solutions and finding new approaches

- Calm under pressure

- High energy, self-motivated entrepreneurial spirit