

# LISA-MARIE KLOOSTER

Marketing & Creative Professional

## PROFESSIONAL SUMMARY

Experienced Marketing and Design/Creative Professional with over 20 years proven history working across multiple industries. Skilled in Marketing Strategy, Digital Marketing, Print Marketing, Branding/Brand Strategy, New Business Development, Graphic Design, Web Development, Team Building, and General Management Strategies focused upon building a healthy top line while maintaining a growing bottom line. Hands-on creative director with a successful history of managing teams as well as being a robust individual contributor.

## EXPERIENCE

Great Lakes Industrial- *Milwaukee, WI*

**Marketing Consultant, Contract** - 2022-Current

18-month, successful marketing contract focused on developing an overall communication and branding strategy for a newly established parent corporation and 5 separate business acquisitions. Hired as the first and only marketing position in the company, with no ability to outsource projects, my marketing strategy had to be developed from the ground up. This included the creation, design and launch of 5 new websites, sales documents, product demos/presentations, sales channel analysis, product diversity and brand analysis, PR launch, social media establishment/engagement strategy, email marketing, tradeshow organization and booth design, and general management of communication strategies. Meticulous documentation and file organization along the way allowed for an additional marketing position to be hired in and integrated successfully.

American Fish & Seafood- *Minneapolis, MN*

**Marketing Director, Contract** - 2018-2019

Successful completion of a one-year marketing contract focused on the analysis and development of the corporate branding as well as the B2B and B2C communication and sales strategy. Hired as the first marketer in the company, and tasked with developing the position, I worked closely with sales and executive management to create the Marketing Director role. I assumed the task of web development from an outside agency, developed SEO, Google Analytics, Mailchimp & Campaigner email marketing campaigns, product photography, social media marketing, magazine advertising, tradeshow booth creation and event management.

Themed Concepts- *Minneapolis, MN*

**Vice President of Design and Marketing** - 2013-2018

My role at Themed Concepts included participation in the development and execution of overall company strategy; marketing, corporate partnerships, vendor management, sourcing, operations, engineering and design.

- Responsible for all marketing engagement, including: Website Design, SEO, analytics, social media, advertising, promotional programs through digital, broadcast, print and direct response channels, email campaigns, photography, graphic design, tradeshows, analyzing and reporting ROI on all efforts
- Strategic development of sales network, dealership recruitment, contract negotiation -Lead the company from an exclusive to a distributor network sales channel structure, resulting in a 5X sales increase within 18 months
- Hands-on marketing management, discovering new market opportunities and sales strategies, utilizing sales and engagement analytics, stimulating new business development
- Schedule, coordinate and manage all aspects of company events, including architectural lunch & learns, municipal presentations, tradeshow custom booth design, customer giveaways and lead collection/follow up

Xccent - *Minneapolis, MN*

**Marketing and Design Manager** - 2011-2013

Kraftsman Playgrounds & Water Parks - *Houston, TX*

**Marketing and Design Director** - 2009-2010

## EDUCATION

**Bachelor of Science, Marketing**

**Specializing in Marketing Management**

San Diego Mesa College

San Diego, CA

Western Governors University

Salt Lake City, UT

## CERTIFICATIONS

- CompTIA Project+ Project Management
- Lean Six-Sigma White Belt
- Advanced AutoCAD Certification
- SolidWorks Certified

## SOFTWARE APTITUDE

 Adobe InDesign	● ● ● ● ● ●
 AutoCAD	● ● ● ● ● ●
 Microsoft Word	● ● ● ● ● ●
 Adobe Acrobat	● ● ● ● ● ●
 Adobe Photoshop	● ● ● ● ● ●
 Adobe Illustrator	● ● ● ● ● ●
 WordPress	● ● ● ● ● ●
 Shopify	● ● ● ● ● ●
 Mailchimp	● ● ● ● ● ●
 Microsoft PowerPoint	● ● ● ● ● ●
 Microsoft Excel	● ● ● ● ● ●

## MARKETING SKILLS

### Digital Marketing

WordPress Website Design

Search Engine Optimization (SEO)

Digital Marketing Strategy

Pay Per Click (PPC) Marketing

Google Ads

Google Analytics

### Creative Marketing

Graphic Design

Print Design (Presentations, Flyers, etc)

Catalog Design

Package Design

Architectural AutoCAD Design/Drafting

### Social Media Marketing

Social Media Management

Social Media Advertising

Social Media Brand Management

### E-Commerce

Shopify Web Design

Amazon Seller Central

Amazon Storefront & Branding

### Event Marketing

Tradeshow Design & Management

Corporate Event Design & Management