

LACY LARSON

MARKETING &
COMMUNICATIONS

CONTACT

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(SHE/HER)

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SKILLS

- Marketing
- Public Relations
- Communications
- Brand Management
- Digital & Traditional Advertising
- Social Media Strategy
- Content Development
- Website Development & Content
- Customer Experience & Satisfaction
- Leadership
- Sales

EDUCATION

**BACHELOR OF SCIENCE,
HORTICULTURE**

UNIVERSITY OF WISCONSIN,
RIVER FALLS

2004

PROFESSIONAL SUMMARY

A well-rounded, high-achiever with demonstrated success in brand development through strategic planning, effective communications, and targeted execution.

Highly skilled in brand execution, digital media, social media, earned media/public relations, marketing, sales, advertising, media buying, strategy development, leadership, and management.

Specialized in building and executing KPI and ROI-based marketing and advertising plans.

EXPERIENCE

DIRECTOR, MARKETING & COMMUNICATIONS

PALM BEACH INTERNATIONAL AIRPORT

WEST PALM BEACH, FL

FEB 2015 - CURRENT

- Communicate PBI brand and messaging on all external channels
- Develop and manage a nearly \$1M marketing budget
- Handle all public relations, earned media, and crisis communications for 4 airports in the Palm Beach County Department of Airports

ENTREPRENEUR, CO-FOUNDER

THE RIGHT PILLOW, LLC

MAY 2014 - CURRENT

- Implemented The Right Pillow Brand extension on Amazon.com
- Manage social media, public relations, and earned media
- Built and maintain e-commerce website and content
- Patented sleep pillow and Trademarked brand

DIGITAL SALES MANAGER

E.W. SCRIPPS/CORDILLERA COMMUNICATIONS

MAY 2008 - FEB 2015

- Responsible for all digital advertising sales
- Directly managed digital sales teams, revenue, budgets, projects, marketing strategy, advertising campaign development, and client training seminars