

SHERRI L. MULL

Executive Brand, Growth & Marketing Strategy Leader
Creative Storyteller | Brand Builder | Results-Driven Marketing Executive
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Executive Profile

Strategic marketing executive with 15+ years of experience building recognizable brands, leading integrated marketing strategies, and driving measurable business growth across healthcare, regenerative medicine, medical aesthetics, sports, technology, foodservice, hospitality, and consumer markets.

Recognized for partnering with founders, physicians, CEOs, and executive leadership to transform vision into authentic brands, compelling customer experiences, and scalable growth strategies. Combines strategic leadership with creative storytelling to build integrated marketing ecosystems that align brand strategy, customer acquisition, digital innovation, and business objectives into one cohesive growth engine.

Expertise spans growth marketing, brand strategy, customer acquisition, website strategy, SEO, content marketing, social media, email marketing, AI-powered marketing, photography, video production, educational storytelling, marketing analytics, and customer journey optimization. Partners closely with executive leadership to identify high-impact growth opportunities, build scalable marketing systems, optimize performance through data-driven insights, and deliver measurable results that support long-term business success.

Passionate about building brands people trust, creating meaningful customer experiences, and transforming ideas into measurable business growth through innovation, collaboration, and creative excellence.

Executive Highlights

- Growth Marketing Strategy & Business Development
- Executive Brand Strategy & Market Positioning
- Integrated Marketing Ecosystems
- Customer Acquisition, Engagement & Retention
- Customer Journey & Experience Optimization
- Marketing Analytics, KPI Reporting & Performance Optimization
- Website Strategy, SEO & Digital Experience
- AI-Powered Marketing & Marketing Automation
- Content Strategy, Creative Storytelling & Brand Messaging
- Photography, Video Production & Visual Communications
- Annual Marketing Strategy & Campaign Planning
- Executive Communications & Stakeholder Collaboration
- Cross-Functional Leadership & Business Operations
- Vendor, Agency & Strategic Partnership Management

MARKETING TECHNOLOGY & AI TOOLS

- **Creative & Design:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro, Premiere Pro, After Effects, Adobe Express), Canva Pro
- **Website, CMS & Digital Marketing:** WordPress • Wix • Elementor • HTML Email • SEO • Google Analytics • Google Business Profile • Google Search Console • Meta Business Suite • Meta Ads Manager • Mailchimp • Constant Contact
- **CRM & Marketing Automation:** HubSpot CRM • Salesforce CRM • Customer Journey Mapping • Lead Generation • Lead Nurturing • Email Automation • Marketing Automation • Customer Segmentation
- **AI Creative & Content Creation:** ChatGPT • Claude • Microsoft Copilot • Adobe Firefly • Adobe Express AI • Canva AI (Magic Studio) • DALL-E • Runway
- **Photography, Video & Multimedia:** Adobe Premiere Pro • Adobe After Effects • Adobe Express • Adobe Photoshop • Canva Pro • Final Cut Pro • DaVinci Resolve • CapCut • Professional Photography • Photo Retouching • Social Media Video Editing • Motion Graphics • Multimedia Presentations
- **Business & Productivity:** Microsoft Office Suite • Google Workspace • Zoom • QuickBooks

Professional Experience

Marketing, Brand & Growth Strategy Consultant (Contract) MitoGenesis Regenerative Medicine | Scottsdale, Arizona 2025–Present

Partnered with executive leadership to build the organization's marketing foundation by developing an integrated brand strategy, scalable marketing systems, and a growth framework that aligned patient education, brand governance, and business objectives to support long-term organizational success.

Career Highlight

Built the organization's strategic marketing foundation by developing an integrated brand strategy, comprehensive Brand Standards Guide, and annual marketing roadmap that aligned patient education, referral outreach, and business priorities into a scalable framework for long-term growth.

Executive Contributions

- Partnered directly with the owner and physician to develop an authentic brand narrative that captured her vision, compassionate approach to patient care, and commitment to regenerative medicine.
- Collaborated with executive leadership to define the organization's mission, brand strategy, messaging, and patient-centered positioning.
- Developed a comprehensive Brand Standards Guide establishing brand governance, visual identity, messaging, typography, color palette, photography standards, and implementation guidelines.
- Developed a comprehensive annual marketing calendar aligned with the organization's analytical planning calendar.
- Created standardized marketing templates, branded forms, and implementation guidelines.
- Developed QR code strategies connecting patients and referral partners to educational resources and digital content.
- Provided strategic guidance for website architecture, digital communications, referral marketing, and patient communication workflows.
- Leveraged AI-powered marketing technologies to enhance strategic planning, brand development, content creation, creative ideation, and marketing efficiency, accelerating the delivery of high-quality marketing initiatives while supporting data-informed decision-making.

Marketing Director | Center Court Pickleball | Scottsdale, AZ

2025

Partnered with the CEO and executive leadership team to strengthen the Center Court Pickleball brand across three locations by aligning strategic marketing initiatives with business objectives, delivering consistent member experience, increasing brand visibility, and driving engagement, acquisition, and retention.

Executive Contributions

- Developed and implemented an integrated marketing strategy that delivered a consistent member experience across three pickleball club locations while aligning marketing initiatives with business objectives and long-term growth.
- Collaborated with leadership on operational planning, startup inventory management, merchandising, and facility readiness, organizing retail merchandise, pickleball equipment, food and beverage offerings, apparel, and club assets to support efficient operations and exceptional member experience.
- Developed and managed a comprehensive annual marketing calendar that aligned seasonal campaigns, tournaments, leagues, clinics, holiday promotions, member communications, community outreach, and strategic business initiatives into one cohesive marketing strategy.
- Developed and executed integrated marketing campaigns that increased membership acquisition, strengthened member retention, generated referrals, and expanded community engagement through coordinated digital, social media, website, email, SMS, and in-club marketing initiatives.
- Planned and executed tournaments, leagues, clinics, holiday promotions, member appreciation events, and special programs that increased participation, strengthened member loyalty, and enhanced the overall club experience.
- Managed the club's social media strategy by producing engaging photography, video, reels, and promotional content that increased brand awareness, member engagement, and community interaction.
- Managed website content and digital communications to promote memberships, tournaments, instructional programs, club events, and seasonal initiatives while maintaining a consistent online brand experience.
- Developed and managed targeted email and SMS marketing communications through the organization's internal club management platform, promoting memberships, tournaments, instructional programs, seasonal campaigns, club events, and member updates while strengthening engagement, increasing participation, supporting member retention, and reinforcing a consistent brand experience.
- Designed branded signage, membership collateral, tournament materials, promotional graphics, and digital content for in-club TV screens across all three locations, reinforcing a cohesive brand identity while promoting memberships, tournaments, clinics, events, and seasonal campaigns.
- Cultivated strategic relationships with instructors, sponsors, vendors, and community partners to expand local partnerships, increase brand visibility, and support membership growth and community engagement.
- Monitored website analytics, email and SMS engagement, social media performance, and campaign metrics to evaluate marketing effectiveness, optimize engagement, and support data-driven marketing decisions and continuous improvement.

Marketing Director | Limitless Aesthetics & Wellness | Scottsdale, AZ

2024–2025

Executive Contributions

- Collaborated closely with the owner to guide the strategic direction of the Limitless brand, aligning brand strategy, creative vision, patient experience, and integrated marketing initiatives with business objectives to strengthen market positioning and support long-term growth.
- Led the development of a cohesive brand identity, including visual standards, messaging, typography, color palette, photography direction, and brand guidelines that established a distinctive, premium market presence.

- Designed, developed, and managed the company website, creating an engaging digital experience through SEO optimization, service-line marketing, patient education, lead generation, e-commerce, and online scheduling.
- Developed and managed the **Limitless Aesthetics Academy** digital platform, including educational landing pages, online course registration, scheduling, and supporting marketing assets that expanded educational offerings and enhanced customer experience.
- Developed the branding, creative direction, and promotional strategy for the **Limitless Aesthetics Podcast**, producing branded graphics, digital assets, and marketing campaigns that strengthened community engagement and brand awareness.
- Created and managed a comprehensive annual marketing calendar that aligned seasonal promotions, treatment campaigns, educational initiatives, community outreach, product launches, and patient engagement strategies with organizational goals.
- Produced professional photography, promotional videos, provider branding, educational content, and social media assets that elevated the organization's visual identity and strengthened patient engagement.
- Developed integrated marketing campaigns utilizing website strategy, SEO, Google Business Profile optimization, social media, email marketing, SMS marketing, digital advertising, AI-powered marketing technologies, and content strategy to support patient acquisition, engagement, and retention.
- Created QR code marketing strategies that connect printed materials, promotional campaigns, patient education, online scheduling, and product information to digital experiences, improving accessibility, engagement, and conversion opportunities.
- Collaborated closely with the owner to develop provider biographies, website copy, treatment descriptions, patient education content, and strategic brand messaging that reflected her vision, strengthened the organization's brand voice, elevated the patient experience, and inspired trust and confidence throughout the customer journey.
- Designed brochures, treatment menus, referral cards, business cards, promotional signage, banners, window graphics, environmental branding, branded office materials, and event marketing collateral that reinforced a consistent, premium brand identity across all patient touchpoints.
- Developed exterior and interior environmental branding, including storefront graphics, window displays, and patient-facing visual communications that created a cohesive, high-end brand experience.
- Leveraged AI-powered marketing technologies to enhance strategic planning, brand development, content creation, creative ideation, and marketing efficiency, accelerating the delivery of high-quality marketing initiatives while supporting data-informed decision-making.
- Monitored website analytics, SEO performance, Google Business Profile insights, digital engagement, and campaign metrics to optimize marketing performance and support continuous improvement.
- Established comprehensive brand standards that ensured consistency across digital marketing, social media, websites, photography, advertising, print collateral, environmental graphics, and patient communications.

Marketing Manager | Medical Specialists of the Palm Beaches | Palm Beach County, FL 2022-2024

Executive Contributions

- Managed and optimized 125+ Google Business Profiles for physicians and medical practice locations, maintaining accurate provider information, strengthening local SEO, increasing online visibility, enhancing physician reputation, and improving patient access across a 45+ location, multi-specialty healthcare network.
- Developed and managed digital communications for waiting room and patient exam room TV screens across 45+ medical locations, delivering physician introductions, new provider announcements, patient education, health awareness campaigns, service-line promotions, promotional messaging, and customized QR code initiatives. Developed location-specific QR code campaigns and magnetic refrigerator reminders that provided patients with

24/7 access to their physician's office and affiliated urgent care resources, guiding patients to the appropriate level of care, improving access to timely medical support, and helping reduce unnecessary emergency room visits.

- Collaborated with executive leadership, physicians, and practice administrators to develop integrated marketing strategies that aligned organizational objectives, strengthened physician visibility, and enhanced the patient experience across a 45+ location, multi-specialty healthcare network.
- Managed integrated marketing initiatives supporting 125+ physicians and providers by developing provider biographies, physician profiles, service-line marketing materials, patient education resources, specialty marketing campaigns, and practice-specific promotional initiatives that strengthened provider visibility, patient engagement, and referral awareness.
- Managed website content and digital updates, ensuring accurate physician profiles, provider locations, specialty information, patient education resources, service-line messaging, and a consistent online experience across the organization's digital platforms.
- Collaborated with Human Resources and executive leadership to strengthen employee culture by developing internal marketing initiatives, employee wellness campaigns, newsletters, organizational events, branded communications, and administrative templates that enhanced employee engagement, improved internal communications, and reinforced a cohesive organizational culture.
- Developed integrated patient education and healthcare awareness campaigns promoting physician specialties, preventive care, wellness initiatives, monthly health awareness topics, and community health programs while reinforcing the organization's commitment to quality patient care.
- Produced physician interviews, educational videos, professional photography, and digital content that elevated provider visibility, strengthened patient engagement, and supported community healthcare education.
- Developed and managed social media marketing campaigns highlighting physicians, patient education, healthcare awareness initiatives, organizational news, community outreach, and practice events that strengthened the organization's digital presence and increased patient engagement.
- Supported SEO strategy, website optimization, and digital content initiatives that improved search visibility, online performance, and patient engagement.
- Designed brochures, physician directories, referral materials, patient education resources, event collateral, branded marketing communications, promotional materials, and practice marketing assets while maintaining brand consistency across multiple specialties and practice locations.
- Directed and planned the organization's weekend presence at the Delray Beach Arts Festival, engaging more than 15,000 community attendees through strategic event planning, experiential marketing, branded booth design, promotional giveaways, patient testimonials, social media engagement, and partnerships with affiliated health insurance providers, strengthening community relationships, increasing brand visibility, and generating new patient acquisition opportunities.
- Planned and executed the organization's participation in the American Heart Association Heart Walk in West Palm Beach, coordinating event logistics, booth design and setup, branded apparel, promotional giveaways, social media engagement, and community outreach to strengthen brand visibility and reinforce the organization's commitment to community health.
- Collaborated with physicians, clinical teams, administration, affiliated healthcare partners, and external vendors to coordinate marketing initiatives, community outreach, strategic communications, and special events while ensuring consistent brand execution throughout the organization.
- Monitored website analytics, Google Business Profile insights, social media performance, and campaign metrics to evaluate marketing effectiveness, optimize engagement, and support data-driven marketing decisions and continuous improvement.

Executive Contributions

- Developed and managed tiered vendor marketing programs supporting premium and standard vendor partners, creating customized monthly promotional campaigns featuring vendor branding, product pricing, featured products, logos, and direct links to vendor websites. Delivered integrated print and digital marketing initiatives that increased vendor participation, strengthened strategic partnerships, enhanced customer purchasing decisions, and contributed to securing more than \$3 million in annual vendor commitments.
- Developed and managed a comprehensive annual marketing calendar aligning seasonal promotions, vendor campaigns, product launches, customer communications, and strategic business initiatives.
- Created the annual Chef of the Month marketing program, recognizing featured chefs and restaurants throughout the Caribbean, and designed an annual customer calendar highlighting participating chefs, restaurants, vendor partners, and seasonal promotions that strengthened customer relationships and brand recognition.
- Supported integrated marketing initiatives serving restaurants, resorts, healthcare organizations, supermarkets, retailers, convenience stores, and hospitality customers throughout 30+ Caribbean islands, developing customer communications and promotional campaigns tailored to diverse regional markets.
- Developed retail merchandising campaigns for supermarkets and retail partners throughout the Caribbean, designing in-store promotions, endcap displays, point-of-sale signage, shelf talkers, promotional graphics, and merchandising materials that increased product visibility, strengthened vendor partnerships, and supported retail sales across the Caribbean market.
- Redesigned and managed the company's WordPress website, creating and optimizing graphics in Adobe Photoshop, performing daily website updates, maintaining downloadable secure PDF resources, and enhancing the online customer experience.
- Developed digital marketing campaigns supporting the company's online ordering platform, creating clickable promotional banners, featured vendor campaigns, product launches, website graphics, GIF animations, social media content, and blog graphics that increased product visibility, influenced customer purchasing decisions, and enhanced the online ordering experience throughout the Caribbean market.
- Developed interactive multimedia PowerPoint presentations with clickable vendor demonstrations, videos, and hyperlinks that enhanced virtual sales presentations, customer education, and executive Zoom meetings.
- Designed sales flyers, promotional literature, business cards, administrative templates, branded marketing collateral, and customer-facing sales materials that supported business development and maintained a consistent corporate brand.
- Collaborated with vendor partners to develop strategic marketing initiatives that generated more than \$17,000 in cooperative marketing funds while strengthening long-term partnerships and supporting revenue growth.
- Supported executive leadership and the sales organization by developing integrated marketing campaigns, customer presentations, promotional programs, and sales enablement materials that increased customer engagement and strengthened vendor relationships.
- Monitored website performance, promotional initiatives, and digital marketing activities to evaluate campaign effectiveness and support continuous improvement.

**Marketing Director | Exceptional 3D, Inc. | Tampa, FL
2014-2020**

Executive Contributions

- Collaborated with executive leadership, sales, engineering, and production teams to develop integrated marketing strategies that strengthened brand visibility, supported business development, showcased innovative custom 3D display solutions, and expanded domestic and international client relationships.
- Directed all aspects of domestic and international trade show marketing, including strategic planning, booth design, exhibit graphics, marketing collateral, event logistics, public relations, travel coordination, and staff scheduling to deliver a consistent, high-impact brand experience and measurable return on investment (ROI).
- Represented the company throughout the United States and internationally at trade shows, industry events, and client meetings, strengthening customer relationships, identifying new business opportunities, and supporting global business development initiatives.
- Partnered with executive leadership and the sales organization to develop client-focused marketing strategies, executive presentations, and customized proposals that showcased innovative display solutions while strengthening client engagement and supporting sales growth.
- Developed executive-level multimedia PowerPoint presentations, interactive proposals, videos, and sales presentations using Adobe Creative Suite and Canva that enhanced customer engagement and supported business development initiatives.
- Led digital marketing initiatives, website management, and social media campaigns that increased brand awareness, strengthened customer engagement, and expanded the company's digital presence across domestic and international markets.
- Developed digital and print marketing collateral supporting product launches, trade shows, executive presentations, sales initiatives, and customer communications while maintaining a consistent corporate brand identity.
- Monitored client performance analytics and Key Performance Indicators (KPIs), delivering executive reporting and strategic recommendations that optimized campaign performance, improved profitability, and measured the return on investment (ROI) of marketing and trade show initiatives.
- Supervised administrative operations, including vendor invoicing, account coordination, office operations, and project administration to support organizational efficiency and cross-functional collaboration.
- Developed standardized Microsoft Word templates, branded business forms, fillable PDF documents, and internal resources that improved operational consistency, streamlined workflows, and enhanced organizational efficiency.
- Collaborated with clients, vendors, and cross-functional teams to ensure seamless execution of marketing initiatives, trade shows, customer presentations, and business development activities while maintaining exceptional customer service and brand consistency.

**Marketing Director | Sun Commodities | Pompano Beach, FL
2013-2014**

Executive Contributions

- Collaborated with executive leadership and the sales team to develop integrated marketing strategies supporting customer acquisition, product promotions, business development, and revenue growth across the foodservice distribution industry.
- Developed and managed daily HTML email marketing campaigns through Constant Contact, creating targeted promotional communications, maintaining customer databases, analyzing campaign performance, and supporting sales follow-up initiatives.

- Researched emerging products, specialty food items, nutritional benefits, preparation techniques, seasonal availability, and industry trends to develop compelling sales literature, customer market reports, educational content, promotional campaigns, and marketing materials that supported product awareness, customer education, and sales growth.
- Developed and published customer market reports featuring commodity trends, seasonal pricing, product availability, market insights, and industry updates that educated customers, supported informed purchasing decisions, strengthened customer relationships, and reinforced the company's position as a trusted foodservice industry resource.
- Designed digital marketing assets, including animated GIF banners, product graphics, promotional imagery, and online ordering content that increased product visibility and supported customer purchasing decisions.
- Photographed products, conducted product research, and performed advanced Adobe Photoshop retouching to create compelling marketing materials for digital and print campaigns.
- Partnered with sales leadership to develop persuasive proposals, presentations, and customer-focused marketing materials that strengthened business development efforts and enhanced customer engagement.
- Coordinated chef demonstrations, food shows, magazine advertising, and customer marketing initiatives by collaborating with vendors, sales teams, and culinary professionals to increase brand awareness and product visibility.
- Developed engaging multimedia PowerPoint presentations incorporating video, music, photography, and interactive content for customer presentations, food safety education, sales meetings, and executive communications.
- Designed food show displays, product packaging, brochures, newsletters, magazine advertisements, sales flyers, posters, business cards, letterhead, and branded marketing collateral while maintaining a consistent corporate identity.
- Collaborated with Information Technology to implement Outlook email systems, standardized email signatures, and user support while improving internal communication and operational efficiency.

Owner | Marketing Director
Culinary Produce & Dairy | Pompano Beach, FL
2012-2013

Executive Contributions

- Directed all aspects of business operations, including marketing, sales, finance, administration, customer service, purchasing, and business development, while leading the strategic growth and daily operations of a foodservice distribution company.
- Developed and launched the company's complete brand identity from the ground up, leading the creative direction for the logo, visual identity, truck graphics, website, sales literature, marketing collateral, customer communications, photography, and promotional materials that established a strong, recognizable brand and supported long-term business growth.
- Established and managed the company's QuickBooks accounting system, creating the customer and vendor databases, chart of accounts, inventory, pricing structure, invoicing, accounts payable, accounts receivable, payroll, financial reporting, and monthly reconciliations to support efficient business operations and financial management.
- Collaborated with the sales team to research products, develop customer proposals, create persuasive sales presentations, and produce marketing materials that supported business development, customer acquisition, and long-term client relationships.
- Managed the company's website, maintaining daily product updates, pricing, product photography, Adobe Photoshop image editing, and digital marketing content to deliver an engaging customer experience and support sales initiatives.

- Produced executive multimedia PowerPoint presentations incorporating photography, graphics, videos, and product information to strengthen customer presentations, sales meetings, and business development opportunities.
- Monitored seasonal product availability, commodity pricing, and industry trends, assisting with weekly pricing strategies that supported profitability, competitive positioning, and informed purchasing decisions.
- Directed customer service, billing, collections, payroll, accounts payable, accounts receivable, vendor management, and day-to-day administrative operations, ensuring exceptional customer service, operational efficiency, and financial accuracy.
- Managed business insurance programs, including liability, workers' compensation, and employee health insurance, ensuring regulatory compliance, risk management, and business continuity.
- Supervised, coached, and developed staff, implementing operational processes that improved efficiency, strengthened customer service, and supported continued business growth.
- Successfully managed the transition of customer accounts and long-standing business relationships, ensuring uninterrupted customer service, preserving client trust, and providing a seamless continuation of business operations.

Marketing Director | Administrative Operations | HACCP Director | Pompano Beach, FL

South Florida's Choice

2006–2009

Executive Summary

Partnered with executive leadership to develop integrated marketing strategies supporting business development, customer acquisition, food safety compliance, administrative operations, and sales growth for a regional foodservice distribution company. Collaborated across marketing, sales, warehouse operations, finance, human resources, and customer service to strengthen brand visibility, improve operational efficiency, maintain industry-leading HACCP standards, and support long-term business growth.

Executive Contributions

- Collaborated with executive leadership to develop integrated marketing strategies supporting business development, customer acquisition, brand growth, food safety compliance, administrative operations, and sales growth.
- Directed the company's complete brand identity, creating logos, truck graphics, brochures, newsletters, sales literature, office templates, invoices, credit slips, magazine advertisements, holiday campaigns, business cards, letterhead, and branded marketing collateral that established a consistent and recognizable corporate identity.
- Managed food show marketing initiatives by designing exhibit graphics, promotional displays, branded collateral, and customer-facing marketing materials while supervising production and supporting successful trade show execution.
- Developed and executed customer email marketing campaigns, promotional communications, newsletters, and targeted marketing initiatives that strengthened customer engagement, increased brand awareness, and supported sales growth.
- Managed and maintained the company website, performing daily updates to products, graphics, customer communications, and marketing content to deliver an engaging digital customer experience.
- Partnered with the sales organization to develop persuasive proposals, customer presentations, branded sales materials, and marketing communications that strengthened customer relationships and supported business development.

- Produced weekly customer market reports featuring commodity trends, seasonal pricing, product availability, and industry insights that educated customers, supported informed purchasing decisions, and reinforced the company's position as a trusted foodservice industry resource.
- Directed the development and implementation of the company's warehouse safety program, employee handbook, and HACCP food safety procedures, achieving a 99% HACCP safety rating and 96% warehouse distribution compliance.
- Collaborated with the Warehouse Operations Manager to develop and implement warehouse slotting and lotting strategies for a 30,000-square-foot distribution facility, optimizing inventory organization, improving order accuracy, supporting FIFO inventory rotation, and maintaining complete product traceability to facilitate rapid product recalls, distribution tracking, and HACCP food safety compliance.
- Directed administrative operations, including accounts payable, accounts receivable, payroll, collections, customer service, human resources, insurance administration, inventory management, procurement, and daily financial reconciliations to ensure efficient business operations.
- Supervised and mentored a team of five sales representatives, providing coaching, operational guidance, and marketing support that strengthened sales performance, customer service, and team effectiveness.
- Coordinated special events, food shows, conferences, customer promotions, and integrated marketing initiatives while collaborating with vendors, sales teams, and executive leadership to strengthen customer engagement, business development, and brand visibility.

Marketing Director

**A-One-A Produce & Dairy | Pompano Beach, FL
2001–2006**

Executive Summary

- Partnered with the company owners to develop and execute integrated marketing strategies supporting business development, customer acquisition, brand growth, and sales initiatives for a regional foodservice distribution company. Collaborated across sales, vendor partnerships, operations, and executive leadership to strengthen market presence, enhance customer engagement, and support long-term business growth.

Executive Contributions

- Partnered with the company owners to develop and execute integrated marketing strategies that strengthened brand awareness, supported customer acquisition, increased sales opportunities, and advanced long-term business growth across the foodservice distribution industry.
- Developed and launched the company's complete brand identity from the ground up, leading the creative direction for logos, large-format trailer and fleet graphics, trade show displays, sales literature, brochures, business cards, promotional collateral, and customer communications that established a cohesive, highly recognizable brand across all customer-facing channels.
- Developed and executed integrated marketing campaigns, customer email marketing initiatives, promotional communications, branded sales materials, and marketing collateral that strengthened customer engagement and supported sales growth.
- Managed and maintained the company website, performing regular updates to product information, graphics, customer communications, and marketing content to deliver an engaging digital customer experience.
- Partnered with the sales organization to develop persuasive customer proposals, executive presentations, marketing communications, and sales support materials that strengthened business development and long-term customer relationships.

- Produced weekly customer market reports featuring commodity trends, product availability, pricing updates, and industry insights that educated customers, supported informed purchasing decisions, and reinforced the company's position as a trusted foodservice industry resource.
- Developed promotional graphics, educational content, and customer-facing marketing materials that increased product awareness, strengthened customer communications, and supported sales initiatives.
- Created and directed the company's annual in-house food show, transforming the refrigerated distribution warehouse into a premier customer and vendor event featuring branded exhibits, product demonstrations, red carpet hospitality, promotional giveaways, and interactive vendor experiences. Successfully secured vendor sponsorships, invited existing and prospective customers, strengthened strategic partnerships, generated new business opportunities, and produced more than \$35,000 in event profit.
- Collaborated with Sysco's sales organization on joint sales initiatives, integrating their sales representatives into weekly sales meetings to exchange market intelligence, align sales strategies, refine product positioning, and strengthen customer relationships during a period of industry consolidation that ultimately led to the company's acquisition by Sysco and its transition to FreshPoint.

Additional Marketing Experience

Marketing Coordinator | Graphic Artist

WQAM 560 Sports Radio & Power 96 (Beasley Broadcast Group) | Miami, FL

Executive Summary

Supported integrated marketing, graphic design, promotions, sponsorship activations, and advertising initiatives for **WQAM 560 Sports Radio and Power 96**, two of South Florida's premier radio stations. Partnered with two independent sales organizations, station leadership, on-air personalities, professional sports franchises, community partners, and corporate advertisers to develop high-impact marketing campaigns, increase audience engagement, and drive advertising revenue.

Executive Contributions

- Partnered with two independent sales organizations supporting WQAM 560 Sports Radio and Power 96, developing customized marketing campaigns, sponsorship packages, promotional materials, and sales presentations tailored to the unique audiences, programming, and advertising objectives of each station.
- Developed executive multimedia sales presentations and integrated marketing proposals for WQAM 560 Sports Radio and Power 96, creating customized advertising packages that combined broadcast airtime, stadium signage, celebrity golf tournament sponsorships, golf hole marketing, live events, promotional campaigns, and brand activations. Equipped two independent sales teams with persuasive client presentations that strengthened advertiser relationships, supported new business development, and increased revenue opportunities.
- Designed print advertising, sales collateral, promotional materials, media kits, event graphics, and marketing communications supporting station programming, sponsorships, and advertising initiatives.
- Collaborated with station leadership, promotions teams, and on-air personalities to execute live broadcasts, community events, contests, sponsorship activations, celebrity appearances, and listener engagement campaigns that increased audience participation and strengthened station visibility.
- Supported marketing initiatives for major South Florida sports organizations, including the Miami Dolphins, Florida Marlins, Florida Panthers, and University of Miami Athletics, developing promotional campaigns, event marketing materials, sponsorship assets, and advertising opportunities that strengthened relationships with fans, advertisers, and community partners.

- Developed sponsorship presentations, advertising proposals, and promotional concepts for local and regional businesses, collaborating closely with sales representatives to support new business development and advertiser retention.
- Created graphic design, production artwork, promotional materials, and print advertising using industry-standard design software, delivering creative solutions under tight deadlines in a fast-paced broadcast environment.

EDUCATION | MARKETING TECHNOLOGY

The Art Institute of Fort Lauderdale | Fort Lauderdale, FL

Bachelor of Science (B.S.), Commercial Art & Marketing

Desktop Publishing Certification