

LIS HARVEY, SHE/HER

linkedin.com/in/lis-harvey
lisbizness@gmail.com
(530) 220-5668

SUMMARY

Marketing and communications ace. A hands-on leader, specializing in campaign strategy, content, and coaching for growth. Team enthusiast, champion for change. A highly qualified, insightful launch expert and amplifier of customer joy. Rolls up sleeves to make magic happen.

EDUCATION

Carnegie Mellon University: BA, Creative Writing, 2000
University of North Carolina School of the Arts: CAT, Drama, 1997
Winnacunnet High School, Hampton NH, 1995

EXPERIENCE

Head of Marketing — The Monger

Berkeley (remote)
Feb 2019—Aug 2021

- Drove the marketing and promotion of breakthrough food + tech solutions
- Pursued new markets and partnership prospects
- Wrote content for all platforms; managed profiles and created posts, stories, and videos
- Designed logos, collateral, campaign assets, and landing pages
- Coached team members for performance breakthroughs and retention
- Nurtured company culture with genuine relationships and team building
- Consistently crafted email marketing campaigns with high open and click-through rates
- Drove segmentation and developed sales funnels
- Reported extensively on analytics, highlighting insights for the Sales and Dev teams
- Collaborated with Development on new products; created wireframes, edited pitch decks
- Designed go-to-market campaigns (3—4 product launches, annual)
- Repaired and improved UX/UI
- Lead Sales/Data teams on cross-functional customer success-'scapades
- Produced and promoted webinars and panels on urgent industry topics and insights

Recent wins:

- Developed and launched an ecommerce marketplace in under six months and ahead of schedule, with earned media on MarthaStewart.com and FoodandWine.com
- Suggested a major platform remodel, from an info-sharing product to a virtual trade show
- Launched Roux Analytics, an affordable menu of digital marketing services

Marketing Consultant — Dill Pickle Food Co-op

Chicago (remote)
May 2020—Sept 2021

- Designed and placed billboards that highlighted the store's BIPOC community
- Crafted a visibility campaign that steadied sales during the pandemic
- Wrote crisis communications and strategic messaging for financial and labor crises
- Acted as interim marketing manager, facilitated annual election and member drive, recruited and trained a local permanent hire as my replacement
- Drove DEI improvements and ensured 100% of my promotions/hires were BIPOC
- Implemented SOPs, demonstrably increased staff communication with new tech
- Developed an executive communication plan and executive leadership team
- Promoted owner forums and frequent communication to ease community pain points

SKILLS

Concise storytelling.
Executive leadership.
Strategic messaging.
Analytical thinking.
Deep listening.
Mentoring.

TOOLS

Adobe Creative Suite
Excel, Word, HTML

Slack, Google Suite
Asana, Prezi, MailChimp
Zoho
Calendly, Monday
Survey Monkey, WeFunder
SquareSpace, Wix

TikTok, Twitter
Instagram, Facebook
FB Ads Manager
Google Analytics

ACHIEVEMENTS

Guinness World Record, 2003
Encore episode of *Car Talk*, 2002
Mental Health First Aid, 2016
CPR and Basic First Aid, 2019–21

SERVICE

Arts Alliance Leadership Team.
2017–18
Davis, CA.



LIS HARVEY, SHE/HER

linkedin.com/in/lis-harvey
lisbizness@gmail.com
(530) 220-5668

EXPERIENCE, CONT'D

Marketing Manager — Davis Food Co-op

Davis, CA
Feb 2016—May 2018

- Shuttered a big-box competitor by leveraging user engagement and customer feedback
- Exceeded revenue goals by \$1.1M (a 6.5% increase in total sales) with a focus on tech updates, user engagement, value proposition messaging, and membership perks
- Increased member participation by 15% in election, and passed a pivotal bylaws change
- Grew equity by adding 700 or 800+ members, annual
- Influenced product selection and delivered exceptional, personalized customer service
- Developed and trained staff to complete case studies with interviews, surveys and focus groups involving key community stakeholders—created a roadmap for product changes
- Oversaw and increased turnout for events
- Lead company-wide cooperative education and customer service training
- Applied multi-platform messaging, external communications, targeted campaigns and long-range planning to increase meaningful social media engagement by over 400%
- Created eye-catching and winsome collateral, direct mailers, newsletters, and blog posts
- Designed vinyl window dressing and coordinated a whole-store makeover
- Trained in the art of coaching as a management style

Assistant Marketing Manager

July 2015—Jan 2016

- Increased membership by 13% (sales to members represented 77% of total sales)
- Produced and placed video ads at the Sacramento Int'l Airport and in local cinemas
- Focused on website development, digital media, and ad strategy
- Rebooted the company website and astronomically increased online engagement
- Implemented ecommerce to increase gift card sales by over 200%

Brand & Advertising

July 2012—June 2015

- Lead development and production of three custom ales to celebrate milestones, complete with collectible bottles and artwork reflecting the local community
- Increased online presence with social platforms and content creation
- Managed all publishing, educational content and customer feedback
- Taught classes in local elementary schools and led cooking classes at the store

Marketing Consultant

Sept 2000—present

- Specializes in parachuting-in to solve problems, coach teams, and position brands for growth
- Crafts campaigns, strategies, and internal/external communications
- Designs collateral for diverse clients and different disciplines

REFERENCES

l'talia McCarthy, General Manager. italia.mccarthy@dillpickle.coop, 530-979-4107
Anna Larsen, CEO, The Monger. anna@themonger.com, 707-738-5540
Will Fertman, Co-founder, The Monger. will@themonger.com, 617-816-6350
Steve Kobs, former GM, Davis Food Co-op. swkobs@gmail.com, 612-707-7131

SERVICE, CONT'D

Auctioneer, Redbud Montessori, Fairfield Elementary Schools. 2013—2017. Davis, CA

Crosby Scholars Marketing Committee. 2018—present
Winston-Salem, NC

Washington Park Neighborhood Association Board of Directors. 2018—present
Winston-Salem, NC

Chamber of Commerce Board of Directors. 2017—18
Davis, CA

Davis Joint Unified School Site Council, Patwin Elementary School. 2017—18
Davis, CA

Muir Commons Co-Housing Board of Directors. 2013—18.
Davis, CA

HOBBIES

Foraging
Board Games
Word Puzzles
Hiking
Camping