

LISA TOMLINSON

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Marketing professional with a proven record of leading high-performing teams and executing comprehensive strategies across marketing, branding and customer experience. With a data-driven approach, I excel at identifying market trends and opportunities, always aiming to meet customers where they are and address their needs and challenges. My goal is to turn these insights into lasting brand loyalty and drive sustainable growth. Known for my ability to craft compelling narratives, I focus on creating meaningful customer interactions that authentically communicate brand values. Passionate about continuous learning, I welcome new challenges that foster innovation and personal growth.

Skills

- Strategic Planning
- Trend Spotting
- Effective Communicator
- Executive and Client Collaboration
- Brand Partnerships
- Copywriting & Public Relations
- Relationship Building
- Customer Experience
- Storytelling
- Team Leadership
- Innovative Problem Solving
- Partner/Account Management
- Creative Design/Adobe
- Trademark Licensing

Career Highlights

- **Pioneered an in-house marketing department** that incorporated consumer behavior research, brand strategy, creative design and innovative program execution. Averaged a 35% increase in client revenue.
- **Developed ideas for new product sales, brand/product extensions and brand footprint growth** for clients with a combined annual retail revenue of more than \$100 million.
- **Played a key leadership role in the design, launch and sale of a proprietary suite of SaaS enterprise software** for the trademark licensing industry. Used by more than 300 universities, MLB, MLS, Ferrari and NASCAR. Helped in UX design phase and led sales, marketing, implementation and ongoing CX analysis.
- **Revitalized anti-counterfeiting program for more than 300 clients, enhancing brand protection and generating a new source of revenue.** Collaborated with United States Customs and Homeland Security to help stop the sale of counterfeit merchandise domestically and internationally.

Experience

Business/Branding Consultant (January 2018 -- Present)

Develop brand strategies, growth opportunities and memorable customer experiences for small and mid-sized companies.

- Strategically guide clients through brand strategy, customer experience studies and product line creation.
- Collaborate with clients to ensure alignment with brand pillars in design and messaging.
- Ideate digital marketing strategies and create digital/traditional advertising plans. Create unique opportunities to achieve brand growth and generate revenue. Designed case studies, point of sale and sales/advertising pieces.

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OBI Creative – Omaha, Nebraska (February 2021 – July 2022)

OBI Creative is a full-service brand strategy and experience agency.

Account Director

- Collaborated closely with clients to understand challenges and opportunities, offering actionable recommendations and plans to capitalize on opportunities and achieve goals.
- Guided internal teams to deliver client projects on time and on budget. Partnered on ideation, customer research, web development, creative design, thought leadership and paid media/digital marketing.
- Conducted qualitative/quantitative research for clients, authoring questions, leading customer interviews and internal/external focus groups. Analyzed results and used data to develop strategies and action plans.

Learfield Licensing Partners – Holland, Michigan (January 2016 – August 2017)

Learfield Sports purchased LRG in 2014 and went on to form Learfield Licensing Partners, a division of Learfield.

Vice President, Corporate Branding & Strategic Alliances

- Secured new business by leading competitive bid response process and sales presentations.
- Developed innovative omni-channel retail programs, contributing to brand growth through cross-branding, product extensions and authentic outreach initiatives.
- Public relations contact, handling press releases, feature articles/interviews, all social media accounts and website design/content. Designed customized displays for all tradeshow.
- Managed marketing and tradeshow budgets.

Licensing Resource Group – Holland, Michigan (October 1992 – December 2015)

Licensing Resource Group was a full-service trademark licensing and brand strategy company.

Vice President of Marketing 8 Years

- Led marketing department, achieving an average 35% increase in revenue growth using tactics like integrated campaigns, brand extensions and retail development. Collaborated with internal departments, account managers and clients to further develop unique value propositions. Managed marketing budgets.
- Authored and designed all corporate sales material. Led competitive bid response process/sales presentations that secured record amounts of new business. Played a significant role in the customer journey.
- Oversaw corporate rebranding and designed wireframes for a new corporate website. Responsible for outside agency management. Developed brand architecture and guidelines for new/refreshed client logo collections.
- Managed internal teams and collaborated with external partners to achieve marketing and sales goals. Successfully developed lasting relationships with partners and outside agencies.

Director of Marketing & New Technology 7 Years

Marketing Manager 5 years

Special Properties Manager 3 years

Additional Experience

- Advisory Board Member – Alumna House Apparel
- Volunteer Marketing Consultant – Fifth Ward Saints North Youth Sports
- Marketing/Public Relations Consultant – Till Midnight Restaurant/Event Center
- Media Relations Assistant, San Diego State Athletics
- Speaker/Presenter at various events

Education & Continued Learning

Bachelor of Arts, Communications Central College (Pella, Iowa)

Continuing Education Courses/Certificates listed on LinkedIn Profile (www.linkedin.com/in/lrtomlinson)