

**KAREN
LOOMIS**

MARKETING/BRANDING CREATIVE PROFESSIONAL

PROFESSIONAL SUMMARY

A unique, results-oriented, marketing and branding creative hybrid with 20+ years experience leading teams, in addition to, designing and implementing innovative, effective solutions from start to finish.

5 TOP FIVE HIGHLIGHTS

- Instrumental in growing a \$500M company into \$15B company
- Lead start-up to \$2.5M in first year
- Presenter at fitness industry's largest conference (IDEA)
- Managed \$3M customer incentive program
- Developed promotion that generated 13K leads in less than 30 days.

5 TOP FIVE INDUSTRIES

- Automotive (New/Used & Finance)
- Fitness
- Health & Wellness
- Consumer Pet Industry
- Higher Education

CONTACT INFORMATION

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TOP FIVE COMPANIES (revenue \$2M - \$15 B)

- DriveTime, Creative Director (10 years)
- DriveCasa, Marketing Consultant (18 months)
- Phoenix School of Law, Social Media Consultant (18 months)
- Nedved Advertising, Art Director (2 years)
- Foresight Intelligence/AgForesight/Iqxite, Marketing Consultant (12 months)

5 TOP FIVE COMPANIES (revenue < \$2M)

- No Moss Brands, Oracle & Founder (9 years)
- MBRQ Solutions, Chief Marketing Officer (7 years)
- CyFi Law, Brand Consultant
- Instructor Training Programs, Owner/Speaker/Educator (10+ years)
- Zeeno TV, Marketing Consultant (3 months)

TOP FIVE COMPETENCIES

- Strategic Planning & Execution - Marketing/Branding/Business Development
- Creative Development & Brand Management - Copywriting/Design
- Marketing Channel Expert - Online/Offline
- Leadership & Partnerships in Creating/Managing Teams and Vendors
- Technological Expert - Adobe Creative Suite, Database Management, WordPress

5 TOP FIVE MARKETING AREAS

- Online - websites, social media, email campaigns, SEO/SEM/PPC, analytics
- Offline - print, POS, direct mail, out-of-home, broadcast TV/Radio, merchandising
- Events - grand openings, promotions, shows, annual meetings/conferences
- Outreach - K-8 education, homelessness, domestic violence, needs drives
- Communication - graphic design, copywriting, presentations, conference speaker

TOP FIVE KNOWLEDGE BASES

- Graphic Design (AAS) - Spokane Falls Community College
- Master of Science (Exercise Science/College Instruction) - Eastern Washington University
- Bachelor of Science (Exercise Science) - Eastern Washington University
- Fitness Management (AAS) - Spokane Falls Community College
- American College of Sports Medicine - Health & Fitness Instructor