

CONNIE LU

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EXPERIENCE

Sales & Marketing Manager at Pangea Shellfish Company

Oct 2018 - Jun 2020; Oct 2013 - Sep 2016 | Boston, MA

Led sales and marketing operations and managed a team of five full-time employees. Set budgets and strategies to achieve company targets. Identified growth and customer acquisition opportunities in new markets and with key accounts.

- Delivered on all sales targets in 2019 and met estimated sales projections within a 5% range. 2020 Q1 sales was on track to be best first quarter in company history.
 - Devised and led a multi-channel marketing program involving digital marketing, trade events, PR, and operational processes to increase sales by 24% each year.
 - Produced all online and offline content including a 24-video online course, newsletters, blog posts, presentations, and marketing materials to engage external stakeholders and build company brand.
 - Led customer training, product sampling, and trade shows. Represented company at customer food shows and community events nationwide.
 - Built company website and blog using a CMS. Ranked #1 on targeted keywords within 5 months of implementing SEO and content strategies.
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Marketing Coordinator at OJB Landscape Architecture

Nov 2017 - Jun 2018 | Boston, MA

Sourced leads and managed all public and private business pursuits for the Eastern US Region as OJB Boston's first marketing hire.

- Designed print and digital marketing materials including business proposals, presentations, templates, brochures, and press releases with Adobe InDesign.
 - Formed firm's first digital content and social media strategy. Grew Instagram following by 96% and increased average engagements by 78%. Also grew LinkedIn traffic by 20%.
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Analyst & Account Manager at Procter & Gamble

Jun 2012 - Oct 2013 | Seattle, WA

- Supported key business decisions by answering internal and external business questions with data analysis and sales modeling.
- Managed Costco Business Center account by offering distribution solutions at regular customer meetings, growing joint sales and increasing logistical efficiencies.



Hi, I'm Connie, a marketing & sales professional and people manager. People come first, so I always believe in doing what's best for my customers and my team.

SKILLS

Team Management
Community Management
Content Marketing
Event Marketing
Print Design & Marketing
Photography
Social Media
SEO
Videography

TOOLS

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Lightroom, Premiere
CMS: Squarespace & Webflow
Final Cut Pro X
Hootsuite
MailChimp
Microsoft Office

EDUCATION

Boston University
School of Management
2008 - 2012 | Boston, MA
B.S. in Business Administration,
Marketing, Summa cum laude