

Amanda Lillemoe

Customer Experience and Marketing Director

Dynamic marketing leader with over 20 years of experience in driving sales growth, enhancing customer satisfaction, and leading strategic initiatives, seeking to leverage expertise as Marketing Director to drive business growth and elevate customer experience.

CONTACT

bit.ly/AmandaLillemoeLinkedin

Minneapolis, Minnesota

EXPERIENCE

Director of Customer Experience

Timesavers · 2023 - Present

\$30M company provides manufacturing companies with wood and metal finishing machinery. Timesavers transformation leader, committed to designing exceptional customer journeys. With the goal of driving customer satisfaction, loyalty, engagement, and retention. Manage 7-person team.

Highlights:

- Developed and implemented a comprehensive customer experience strategy, ensuring alignment with Timesavers' values and fostering continuous improvement across all touchpoints.
- Led and nurtured a high-performing team, promoting empowerment and growth, and consistently surpassing customer expectations.
- Utilized strong analytical skills to transform customer feedback into actionable improvements, enhancing products, services, and customer interactions.
- Collaborated effectively with Sales, Marketing, Product, and Operations teams to ensure a seamless and cohesive end-to-end customer journey.
- Stayed current with industry trends and introduced innovative approaches to maintain and elevate customer experience excellence.
- Advocated for customer needs, preferences, and perspectives in decision-making processes, reinforcing a strong commitment to customer-centricity.
- Implemented and trained teams on Salesforce Field Service Lightning and Service Cloud, developed customer surveys, improved pricing strategies, and enhanced sales lead generation.

Senior Marketing Manager

Jostens · 2018 - 2022

\$1.5B company provides yearbooks, jewelry, apparel, graduation products, school photography, and other products and services to consumers across K-12, college, and pro sports markets. Lead the strategy and implementation of go to market (B2C, B2B, B2B2C) for the \$200M yearbook business. This included overseeing paid social strategy, email strategy (\$45M channel rev), direct mail, and ecommerce. Managed 3-person team.

Highlights:

- Regularly worked with 200 independent sales representatives
- The COVID pivot campaign, which began with school closures in 2020, quickly implemented consumer campaigns, specifically email, resulting in 24% growth in unit sales during Q2 and Q3.
- End-to-end new product development, management, and marketing drove eCommerce upsells, generating an extra \$1.4 million in sales in the first year.
- Our team released yearbooksigning.jostens.com in response to COVID; I oversaw the site's two-month marketing push, which resulted in 225K registered users.
- Editor and chief of the FSEA Award-winning 2022 Jostens Look Book, <https://bit.ly/2022JostensLookBook>



STRENGTHS

Creativity B2B2C Digital Marketing
Marketing Strategy B2C
CRM Email Marketing
Team Leadership Social Media
Stakeholder Management
Budgeting Presenting
Event Management

EDUCATION

Bachelor of Arts
Major: Communication Studies
Gustavus Adolphus College,
1999 - 2003

SHORT COURSES

Mini Masters of Marketing
Management
St. Thomas Opus College of
Business, 2012

SKILLS

Microsoft Office Suite
Salesforce Marketing Cloud
Field Service Lightning
Service Cloud DOTcms
Monday.com Friday.com Wordpress

CLIFTON STRENGTH FINDER

Strategic Communication
Activator Maximizer Empathy

REFERENCES

Available on request.

Amanda Lillemoe

Customer Experience and Marketing Leader



EXPERIENCE

Marketing Consultant

Minnesota Events & Marketing · 2014 - 2018

Started a consulting company for events and marketing. During this time, I worked on several projects, including building the website www.minnesotaevents.me

Highlights:

- Jostens contracts: created Salesforce training videos; completed a consumer marketing pilot for enhancing an existing GTM strategy for an existing product; worked as an event brand manager on an annual business meeting for the new CEO.
- Social media consultant for www.nextprecisionmarketing.com

Marketing Manager

Jostens · 2012 - 2014

Responsible for developing solutions to drive consumer awareness and engagement around Jostens product offerings, ultimately driving positive yearbook buy-rate.

Highlights:

- Implement consumer merchandising plan for ReplayIt.com and ReplayIt app: email, digital, mobile app, in-school collateral.
- Oversee market research for consumer message testing.
- Developed and implemented Social Media marketing effort for yearbook consumers.
- Manage creation/messaging of consumer facing commercials.

Event Planner

Jostens · 2004 - 2012

Developed, implemented, and led meeting and event strategies for Jostens.

Highlights:

- Led cross-functional teams in developing convention and tradeshow event marketing strategies.
- Managed the entire meeting, event strategy, logistics, website and implementation process.
- Collaborated with all levels of the organization to develop budgets and audit/reconcile billing
- Lead special projects to create innovative event solutions.
- Proficient in managing multiple projects and meeting deadlines
- Highly detail-oriented to ensure project specifications are met
- Adaptable to high-pressure situations and time constraints.

Volunteer Event Lead

The Basilica Block Party · 2003

Manage a group of volunteers for the Minneapolis Basilica of St. Mary's annual two-day fundraiser. The event drew 25,000 people.

Events Internship

Minneapolis Downtown Council · 2001, 2002

The summer of 2001 and 2002 worked as an intern on citywide events such as Alive at Five and Tunes at Noon concerts, Jazz Festival, The Minneapolis Aquatennial, The Minnegasco Torchlight Parade, etc.

Highlights:

- Led volunteer teams in two large parade events
- Executed logistics for the Minneapolis Queen of the Lakes program

Miss Isanti, City of Isanti, Minnesota Ambassador

1999

The Isanti Ambassador Program is a non-profit scholarship program that promotes public speaking skills, volunteerism, confidence, and poise.

Highlights:

- Represented the City of Isanti at over 50 events in Minnesota and locally.
- Candidate for the Minneapolis Queen of the Lakes ambassador program to inspire young women to achieve extraordinary futures by creating opportunities through work with their communities.