

Amanda Lillemoe

Marketing Strategy & Innovation

Over the past 20 years, I've developed strong marketing, event, and creative skills that I aim to use in a marketing leadership role.

Experience

2018 - 2022

Sr. Marketing Manager, Jostens | \$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.

- 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.
- eCommerce upsells were driven by end-to-end new product development, management, and marketing, resulting in an additional \$1.4 million in sales 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>
- By adding personas to automated marketing emails and adding a prospect blog and forms to [Jostens.com](https://jostens.com), the B2B digital ecosystem evolved, resulting in a 12% increase in email open rates and a 2% increase in CTR.

2014 - 2018

Consultant, Minnesota Events & Marketing

Started a consulting company for events and marketing. I built the website www.minnesotaevents.me and worked on several projects during this time:

- Jostens contracts: created Salesforce training videos, completed 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

2012 - 2014

Marketing Manager, Jostens

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

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

Contact

Minneapolis, Minnesota

amandalillemoe@gmail.com

bit.ly/AmandaLillemoeLinkedin

Strengths

- Marketing: Digital, Email, Social, Event, B2B, B2C, B2B2C
- Marketing Strategy
- Relationship Building
- Creativity
- Leadership
- Presentation Skills & Public Speaking
- Clifton Strengths: Strategic, Communication, Activator, Maximizer, Empathy

Skills

- Microsoft Office Suite
- Salesforce Marketing Cloud
- DOTcms
- Canva
- MONDAY.com, Wrike.com
- Wordpress

Education

1999 - 2003

Communication Studies B.A.

Gustavus Adolphus College

2012

Mini Master of Marketing Management

St. Thomas Opus College of Business

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Experience

2004 - 2012

Event Planner, Jostens

Develops, implements and leads meeting/event strategies for Jostens.

- Lead teams in the development of convention and tradeshow event marketing strategies.
- Manages the entire meeting/event strategy, logistics, and implementation process.
- Collaborating with people at 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.

2003

Volunteer Event Lead, The Basilica Block Party

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

2001, 2002,

Events Internship, Minneapolis Downtown Council

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.

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

1999

Miss Isanti, City of Isanti, Minnesota Ambassador

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

- 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.

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