



KATHY LAMM

Creative Marketing Director

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PROFILE :

Dynamic, creative Marketing Director possessing the keen ability to manage creative teams responsible for brand management, strategic marketing plans, and exceptional creative and visual communication. Utilizing multi-channel media outlets such as ecommerce, social media, digital marketing, print, television, podcasts, and radio. Accomplished, award-winning professional in creative conceptualization and execution, leadership, brand development, production management, media buying, public relations, budgeting, and strategic planning.

EXPERIENCE :

Director of Marketing
Edgar Cayce's A.R.E.

2019 - Present
Virginia Beach, VA

Creative Re-branding, Leadership and Strategic Implementation

- Leadership and execution of global organizational re-branding – Creation of new logo, brand icons, images, style guides, etc.
- Creative oversight of marketing efforts for all divisions, programs and services
- Global and local strategic marketing plan development, implementation, and moderation.
- Mentor, lead, empower and inspire dynamic mid-management team of marketing professionals.

New Product Development

- Creation, development and implementation of online programming that resulted in over \$400K in new revenue yielding 93% new audience acquisition within the first 4 months.
- Creation of new membership model resulting in revenue increase of \$1.9M.
- Streamlined and enhanced marketing email communication plan and community expansion from 27,000 to over 102,000 within the first year.
- Redirected publishing sales to an Amazon store cutting overhead costs by 30%.

Budget and Personnel Management

- Manage all aspects of advertising and marketing, membership and publishing divisions of the organization.
- Personnel management of team members' work performance and compensation through on-going feedback and annual reviews.



EXPERIENCE :

Director of Marketing
Howard Hanna Real Estate Services
Virginia Beach, VA

2006 - 2019

Creative Direction, Leadership and Strategic Implementation

- Mentor, lead, empower and inspire dynamic team of three creative graphic designers and a market coordinator/traffic manager.
- Implement processes and procedures that enhance teamwork, creative development, strategic planning and implementation, and efficiency in a fast-paced, deadline-centric, work environment.
- Offer design and execution direction for enhancing creative and marketing strategy effectiveness.

Brand Management and Opportunity Development

- Develop and maintain corporate identity.
- Concept, develop and implement comprehensive marketing and promotional programs, positioning Howard Hanna and its agents as the industry leader in real estate.
- Utilize various media designed to increase home sales and maintain the largest market share.
- Create marketing strategies and seek opportunities to expand sales, profitability and market penetration.

Media Buying, Relations and Procurement

- Solid print, television, digital and radio production and procurement experience.
- Established and maintained an excellent network of business associates and media representatives as a result of close interaction and strong communication skills.
- Research, conduct market analysis, source and effectively negotiate media contracts and agreements.
- Multiple projects include: printing POV magazine, various magazines and direct mail products, demographic/geographic distribution analysis to maximize exposure to core target market.
- Cost effective production management and execution of distribution program, maximizing effective market penetration.

Marketing Budget Management

- Manage all aspects of advertising and marketing for Southeast Region of Howard Hanna serving Southeast Virginia and Northeast North Carolina.

Professional Skills

Communication & Leadership

Strategic Planning & Implementation

Creative Development & Direction

Brand Development & Management

Media Buying & Public Relations

Marketing Budget Management

Digital Marketing Skills

Social Media Management

Digital Advertising, PPC & Analytics

Website Design & Content

Video Creation & Editing

Software Skills

Adobe Creative Suite

Microsoft Office 365

ADP Workforce/Paylocity

Salesforce