

Collette P. Pomeroy

913.220.8606 • collette.pomeroy@gmail.com •
<https://www.linkedin.com/in/collettepomeroy/>

EDUCATION

The University of Kansas

Master of Science in Journalism, Marketing Communications emphasis

Graduation date:

May 2011

The University of Kansas

Bachelor of Science in Journalism, Strategic Communications emphasis

Graduation date:

May 2004

Overland Park, Kansas

Lawrence, Kansas

SKILLS

Microsoft Office – Word, Excel, PowerPoint; MAC OS Keynote

WORK EXPERIENCE

Houlihan's Restaurants, Inc.

Manager, Field Marketing

Leawood, Kansas

2018-2019

- Responsible for creation of restaurant Field Marketing program and launching of Local Store Marketing Manager (LSMM) position for Houlihan's restaurants
- Established all processes, procedures, and performance measurement benchmarks for LSMM position
- Trained, mentored, and lead team of LSMMs in all aspects of brand execution, marketing planning, digital guidance, budgeting, and ROI tracking for their respective markets
- Worked collaboratively with creative team, operations directors, restaurant managers, franchise partners, and LSMMs to coordinate brand creative project development and execution
- Managed brand promotional material development from initiation to completion
- Analyzed business data for promotional results and assisted in adjusting marketing plans as needed

Raising Cane's Chicken Fingers

Marketing Advisor

Shawnee, Kansas/Plano, Texas

2018

- Developed and executed DMA and restaurant level marketing plans designed to drive incremental sales and brand awareness
- Created marketing plans and presentations, monitored budgets, and analyzed and evaluated plans for success
- Worked with operations and recruiting teams to develop and assemble monthly and quarterly business reviews
- Responsible for understanding all aspects of the business and operations and implementing appropriate marketing solutions to achieve desired business outcomes

Chipotle Mexican Grill

Marketing Strategist

Shawnee, Kansas/Denver, Colorado

2014-2017

- Developed and implemented regional marketing plans and events for 61 restaurants across Iowa, Kansas, Missouri, and Oklahoma
- Responsible for generating over \$1.2MM in incremental sales in 2016 and over \$1MM in incremental sales in 2017
- Lead marketing communications training and provided strategic guidance to operations teams and restaurant managers to assist them in growing sales for each of their restaurants
- Coached operations teams on how to execute brand experience throughout restaurant visits and beyond
- Served as Chipotle marketing and brand expert within assigned markets

Callahan Creek

Freelance – Media Supervisor/Senior Account Executive

Lawrence, Kansas

2014

- Oversaw planning and implementation of print and digital media plans for multiple clients
- Executed SEO audit and Google Analytics projects for Westar Energy client
- Served in senior account management capacity for Tyson client

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Saatchi & Saatchi

Overland Park, Kansas

Account Supervisor

2013-2014

- Responsible for briefing, development and implementation of broadcast, print and digital creative for Toyota client in the Kansas City region
- Accountable for managing creative and asset development for sponsorships including the University of Kansas and Sprint Center
- Managed team of internal agency resources including Assistant Account Executives and Account Executives

Intouch Solutions

Overland Park, Kansas

Account Manager

2012-2013

- Responsible for development, maintenance and day-to-day management of multiple websites for Sanofi, a pharmaceutical client
- Managed ongoing relationships with clients and delivered final finished products on time and within budget scope
- Provided insight and recommendations for all digital executions for client, including website and mobile site content and creative, mobile application development, SEO and paid search terms, and email content

TracyLocke

Olathe, Kansas/Wilton, Connecticut

Senior Account Executive

2011-2012

- Project managed creative development and execution with agency on behalf of Pepsi client
- Provided analysis and recommendations for media buys to client and managed media execution with station representatives
- Responsible for maintaining day-to-day contact and developing trustworthy, positive relationship with Pepsi client

Applebee's Services, Inc.

Lenexa, Kansas

Field Marketing Specialist

2009-2011

- Managed development, implementation and media execution of Local Store Marketing programs in the Kansas City DMA
- Managed creative work and timelines for marketing projects within Kansas City DMA and for company stores across the country
- Created marketing and outreach programs to support branded company restaurant revitalization strategy

Barkley

Kansas City, Missouri

Senior Account Manager-Media & Field, Sonic Drive-In account

2005-2009

- Responsible for media planning, budgeting, and field client management for 15-20 DMAs for multiple franchise groups for the Sonic Drive-In account
- Accountable for managing roughly \$7 million in local media budgets annually
- Negotiated and managed marketing promotions and local branded community and sports sponsorships for assigned Sonic franchisees

Plattform Advertising

Olathe, Kansas

Media Buyer

2004-2005

- Planned, negotiated, and implemented media buys for educational clients
- Analyzed data daily to adjust media buys as needed
- Supervised Media Analyst position and provided guidance for core competencies of role