

Corry R. Reid

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MARKETING COMMUNICATIONS | BRAND STRATEGY

Dynamic and goal-oriented professional demonstrating talent across creative and communications channels. Demonstrated success in delivering above plan in sales and guest traffic. Strategic creative thinker leading successful company rebranding and creative brand refreshes. Excellent interpersonal skills; ability to demonstrate a strong leadership role while motivating team members.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, MARKETING, November 2019 – May 2020

Shari's Management Corporation – Portland, OR (remote)

Increased business performance +5% over PY in first quarter with company; Q1 2020
Delivered the company's best financial performance in Q1 2020 than the company's previous 12 Q's
Grew Q1 off premise sales at accelerated pace over PY (Shari's +737% / CNC +1,626%)
Executed smarter media strategy resulting in increased clicks and interaction with paid media by +119%, reduced cost per order 72%
Reimagined social media strategy and increased engagement +412%
Led culinary team to eliminate single use skus, menu reengineering and LTO menus to deliver +2% increase in food cost margins
Transitioned all concepts to new loyalty platform with added value and annual savings of 20%
Pivoted marketing strategy to deliver innovative marketing campaigns to support off premise model
Delivered brand refresh to aging legacy brand with modern style and photography approach to attract new audiences

VICE PRESIDENT, MARKETING, June 2017 – November 2019

GARDEN FRESH RESTAURANTS – San Diego, CA

Joined company during brand turn around | increased sales \$16M (7%) in first year, while spending less in marketing budget
Increased guest traffic YOY 1.7M (7%)
Responsible for executing comprehensive marketing and culinary plans to achieve sales and revenue objectives
Led culinary team and drove product menu development and innovation
Led guest relations team and all guest service measurement platforms including mystery shops
Developed annual marketing and culinary strategy, goals and calendars
Conducted qualitative AA&U research and quant focus groups to inform new brand positioning
Completed brand refresh and launched new brand style guide, brand house and creative refresh
Developed loyalty and digital marketing strategy, roadmaps and customer journeys
Launched new takeout program including pricing restructure, enhanced packaging and reimagined instore merchandising
Led all creative communications, calendar, content development and photoshoots
Directed all advertising and promotional activities including print, online, social media and paid media including SEM, SEO and digital display
Onboarded new creative agency, new media agency and new PR agency

...Continued...

Professional Experience Continued

Identified website enhancement opportunities and onboarded new web services team
Executed RFP and onboarded new email service provider and CRM partner
Identified areas of opportunity within corporate office process; lead efforts to reinstate company crisis management team and process; field communications and menu tests
Ongoing evaluation, analysis and recommendation of all marketing channels to identify growth and areas of opportunity

SR MARKETING COMMUNICATIONS, BRAND MANAGER Dec 2008 – May 2016
BLOOMIN' BRANDS, LLC – Newport Beach, CA

Delivered effective marketing ideas to drive traffic through segment leadership in food, wine and hospitality
Met financial objectives and delivered 19 consecutive quarters of positive comp sales
Proven track record of increasing Guest database, implementing segmentation, prospect investment, competitive blunting, added value through Guest loyalty program and enhancing internal communications
Develop and executed national marketing plans including creative content, direction, quality and Guest experience
Oversee strategic marketing and communication across all communication points and media platforms
Direct oversight for external agencies including Advertising agency, Public Relations, Media, Data, Website, Email, and Print/Production vendors
Strategic thinking, campaign development, creative brief development
Brand Manager, gate-keeper and visionary on all brand communications
Lead efforts to contemporize and develop brand positioning in a distinct visual manner via agency RFP, brand strategy research, definition framework, new creative, optimized website and photography style
Continuous management, planning and analysis of marketing budget
Cross functional project team integration including operations, training, IT and finance
Lead on all photography projects including food/beverage, interior/exterior imagery and lifestyle portraits including casting, planning and pre/post production
Production Manager of all national and local marketing collateral, trade show and other materials that support internal and external communications
Manage effective and timely goals and performance appraisals for direct reports as well as provides ongoing guidance on career development plans

Selected and awarded by colleagues:

- **Bloomin' Brands Employee of the Quarter 2009**
- **Home Office Employee of the Year 2010**
- **Bloomin' Brands Employee of the Quarter 2014**
- **Home Office Employee of the Year 2012**

EDUCATION

Associate, Marketing
Santiago Canyon College – Orange, CA
1998-2001

REFERENCES

Skip Fox, Past President, Fleming's Prime Steakhouse & Wine Bar | Cell (972) 567-5463

Sarah Grover, Past CMO Garden Fresh | Cell (310) 466-0519

Katie Knight, CMO, Anthony's Coal Fired Pizza | Cell (813) 777-7721