**Lauren Siedor**

siedorlr@gmail.com

2101 Bridle Court St Charles IL 60174

630 567 5682

**CAREER SUMMARY**

Over 14 years experience, working in and with multiple departments and CPG clients. I have a proven ability to meet immediate goals and focus on execution needs, while maintaining sight of overall company strategy. I have also taken on a close role with organization leaders that has resulted in an improved relationship between internal and external customers. I have developed an adaptability that has allowed me to succeed as a manager, and I look forward to the new challenges ahead.

**EMPLOYMENT HISTORY**

*Director, Client Services Beer, Wine and Spirits*

*Madden: November 2016 – October 2018*

Work closely across client marketing teams and oversee total retail Marketing planning and strategy.

Collaborate with sales, field marketing, brand teams and agencies to create annual programs across multiple channels and events.

Manage client promotional calendars to ensure on-time planning, delivery and retail execution.

Oversee a team across multiple clients who work on the day to day planning and procurement of goods and services to achieve channel marketing goals.

Establish and measure business metrics that are used to create and present all Quarterly Business Review data to client.

Responsible for hiring, training, managing and developing managers and associates.

*Account Manager – Pabst Brewing Company*

*Madden: August 2015 – November 2016*

Manage a team of Account Executives who are responsible for all aspects of client and project management including program planning, merchandise and permanent fixture development and procurement, and fulfillment.

Collaborate with high-level customers to ensure satisfaction. Meet with the CMO bi-monthly to review top level marketing program status and company metrics including consolidation rates, inventory levels and organization spend.

Manage customer communications with national distributors related to program ordering and deliveries.

In 2016, presented and implemented a new inventory strategy to aid brand managers with planning decisions and shift focus to reducing on-hand inventory and prioritizing available inventory. Recorded 20% reduction in inventory and pallet positions after the first 4 months of implementation while maintaining less than 5% out of stock.

*Senior Account Executive – MillerCoors, Pabst Brewing Company*

*Madden: October 2012 – August 2015*

Develop strong relationships with customer, and maintain customer satisfaction through the on-time delivery of quality, cost effective marketing materials.

Responsible for all marketing material coordination including preparing and leading key project meetings, timeline and budget management, supply chain and logistics.

Within first 6 months on the Pabst account documented reduced freight costs by over 50% and marketing spend by 25% resulting in total savings of $898,500. Additional documented savings every trimester.

Act as the liaison between the client, artwork agencies, production and procurement departments, and fulfillment warehouse to ensure the cost effective, on-time delivery of all marketing programs.

*Production Project Manager – Remy Cointreau, Altria, MillerCoors*

*Madden: October 2011 – October 2012*

Responsible for managing all aspects involved in production operations by coordinating projects with multiple departments.

In 2011, document an average savings of 36% on key POP items as a result of leveraging production and procurement spend.

Manage projects, timelines, collect and communicate project specifications to production teams, and ensure that the best costs and client focused solutions are continually offered.

Work directly with customers, account teams, art agencies, production suppliers, fulfillment warehouses, distributors and special event coordinators from ideation through in-field execution.

*Lead Project Manager – Nabisco, Remy Cointreau*

*Madden Communications: February 2007 – October 2011*

Mentor a team of employees who were responsible for the implementation of all Nabisco related in-store marketing Collaborated with the team on problem solving, issue resolution and quality concerns.

Manage new account startup by working on site with brand teams and promoting Madden’s value. Act as team leader to group of production coordinators to facilitate work in new item categories and processes.

Organize and lead all client, agency and supplier meetings for seasonal lobby display marketing programs.

Ensure all quality controls and performance expectations through onsite-visits with manufacturers, press-okays and quality control reviews.

*Production Coordinator – Kraft Foods, Nabisco*

*Madden Communications: October 2004 – February 2007*

Effectively manage all project activities, including developing and communicating specifications, planning production and transitions, and supplier management.

Documented an annual client savings of over $500,000 in 2005.

**EDUCATION:**

Illinois State University, Bloomington-Normal IL

Bachelor of Science, Public Relations

Minor: Business Administration

Pi Beta Phi, Public Relations Student Society of America