

ALISHA H. RUNCHEL

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Summary

- I have built a reputation for adding cutting-edge creativity, style, and cohesion to every project I can get my hands on. A team player eager to jump in the driver's seat and navigate uncharted territory.
- A natural leader who can identify and nurture individual talents and passions, but also inspire a team to exceed expectations.
- Led the charge to turn around a failing brand and fledgling product line with analytic insight and an ability to genuinely connect with consumers and uncover what they truly desire.
- Mastery of social media outreach and blogging. Will venture beyond best practices with engaging content and creative campaigns focused on new customer acquisition and rebranding.
- Expert with Adobe CS6, Wordpress CMS, iContact, Constant Contact, Google Analytics, MS Office, and any new program that I can spend a few hours with. Novice level HTML and CSS coder.
- Most importantly, I'm a die-hard skier and a passionate football fan with a sweet spot for cake decorating.

Education

Portland State University, School of Business Administration: June 2005 - June 2009
Bachelor of Science, Marketing
Focus: Customer Retention and New Product Development
Certificates: Multicultural Club

The Art Institute of Portland: June 2004 - June 2005
Focus: Design Management

The "Real" Education (i.e. Work Experience)

Crafts Americana Group

December 2011 - Present: Vancouver, Washington

Marketing Director, Connecting Threads

- Compile and analyze historical product performance, seasonal trends and consumer behavior to best inform the direction of product design, development, and forecasting.
- Organize and direct focus groups, surveys and A/B tests used to inspire new product offerings and a brand image overhaul for a website with over \$11 million in annual revenue.
- Architect behind a multitude of multimedia marketing pushes, including weekly broadcast emails and targeted promotions that generate \$4.8 million annually, fan generating social media blitzkriegs, plus national online events, contests, sponsored giveaways, print advertisements, press releases, and more.
- Collaborate with brand directors and VPs of purchasing, accounting, IT to coordinate all aspects of new product launches and brand campaigns, ensuring the project is ready for a smooth rollout.
- 2013 Readex Research "Advertising Excellence" Award winner for advertisements found in Better Homes and Gardens publications and other nationally distributed titles.

Crafts Americana Group

November 2010 - December 2011: Vancouver, Washington

Marketing and Public Relations Specialist

- Coordinate web banner advertising, including creating graphics and tracking ad revenue.
- Write press releases, web text, and other marketing copy.
- Manage the ongoing media relations program.
- Track and report on all press received.
- Plan and measure all social media campaigns.
- Design landing pages and other web graphics.

Capital Pacific

November 2009 to September 2010: Lake Oswego, Oregon

Director of Marketing and Brand Development

- Plan and implement the company's rebranding efforts on all levels.
- Re-write the corporate "brand bible", revise the organization's internal message (core values) and external message to the market, as well as re-design many of the organization's collateral pieces.
- Devise plans and content for yearly and quarterly advertising campaigns and company events.
- Review and revise content for marketing materials, direct mail and e-mail, social media networking, and website.

Innovation Partnership

December 2008 to May 2009: Portland, Oregon

Marketing Manager

- Monitor the organization's online presence and assist with SEO efforts.
- Design and distribute advertising materials pertaining to current projects and upcoming events.
- Leverage blog postings with social media to inform readers about the organization's current projects and upcoming events.

References

Alisha is always ready to jump in and tackle any job or project. She can handle just about anything from graphic design, to writing assignments, to analytics, to organizing a tradeshow booth. When it comes to negotiating contracts, she is simultaneously fierce and charming. Alisha is diplomatic, professional and highly intelligent.

- Angela Modzelewski, Vice President at Sheer ID (angelamodz@gmail.com or 971-212-8312)

Alisha is simply one of the most organized and enjoyable people I have had the pleasure to work with. She is utterly tireless, and while she wears a lot of hats in our company, she never fails to deliver outstanding results on every project she takes on. She is a wonderful manager, full of energy and creativity, and is amazing at bringing her team together for the greater good of the company. Alisha takes great pride in her career, and shows preparedness, intellect and insight throughout the work that she does.

-Alex Fong, Lead Web Developer at Crafts Americana Group (alex_fong@craftsamericana.com or 360-721-2746)

Alisha is a marketing pro who brings incredible energy and dedication to every single initiative. She is an excellent project manager with the unique ability to wrangle the tiniest details while never losing sight of the larger goal. Alisha's also highly skilled in writing, graphic design, email/online marketing, social media, and marketing strategy. I've worked with her on all of these areas and have been thoroughly impressed. Besides that, she is a joy to work with: she has a great sense of humor and is dependable, humble and hard-working.

-Karla Zens, Marketing Director at Capital Pacific (kzens@capitalpacific.com or 415-274-2714)