



CONTACT

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www.lucedm.com

EDUCATION

KENDALL COLLEGE OF ART & DESIGN
OF FERRIS STATE UNIVERSITY

Bachelor of Fine Art -
Visual Communications

2004

SKILLS

Marketing Strategy & Program Leadership

- Integrated Campaign Strategy
- Go-to-Market Planning
- Product Launch Management
- Promotion & Incentive Program Development
- Trade Show & Experiential Marketing Strategy
- Distributor Channel Marketing
- B2B Marketing Programs
- Brand Positioning & Messaging Architecture
- Budget Planning & ROI Analysis

REFERENCE

Available Upon Request

MANDY VANHAITSMA

MARKETING COMMUNICATIONS

Results-driven Marketing Communications Specialist with 15+ years of experience building and executing integrated B2B marketing strategies. Skilled at aligning creative design with strategic objectives to drive brand awareness, lead generation, and revenue growth. Experienced in managing full-cycle campaigns across digital, print, trade shows, and social platforms. Adept at cross-functional collaboration, content development, and data-driven decision-making to deliver measurable results. Recognized for a balance of strategic vision and hands-on execution in fast-paced environments.

WORK EXPERIENCE

Shurco

2023 - PRESENT

Product Marketing Specialist

At Shurco (formerly US Tarp), I shape product messaging and positioning to clearly communicate features and benefits across diverse audiences. My role includes content creation, campaign management, and overseeing the monthly promotions schedule to drive consistent engagement. I manage product launches from strategy through execution with an emphasis on ensuring cohesive brand representation and measurable impact.

Reid Supply

2022 - 2023

Marketing Communications Specialist

Duties include planning, creation and managing of marketing projects - digital catalogs, flyers, emails, website, digital content, social media, advertising and other promotional activities.

The Progressive Group

2016 - 2018

Marketing Coordinator

Supported consumer electronics distributor and sales rep firm covering territories in Michigan, Indiana, Utah, Colorado and Arizona. Produced sales collateral, email marketing and event management for trade shows and in-house sales events. Implemented a monthly specials program, as well as the adoption of a CRM system (Hubspot CRM), and helped developed a 'Brand Champion' program to help sales better communicate with the many brands The Progressive Group represents and distributes.

Columbian Logistics Network

2013 - 2016

Marketing Manager

Developed a quarterly marketing content calendar consisting of blog post, email marketing, social media strategy with a focus on building pipeline activity. Launched a webinar series to support lead generation. Led website redesign and platform shift to Wordpress, instituted analytics and KPI levels. Identified industry speaking engagements for our subject matter experts, managed event sponsorship and tradeshow exhibiting. Designed sales collateral, sell sheets and case studies.

Supply Chain Solutions

2007 - 2011

Marketing Coordinator

Supporting a large team of consultants and business development in both client outreach and sales. Worked closely with company consultants to create a catalog of case studies illustrating successful engagements. Designed sell sheets and wrote copy for service sector sell sheets, created custom illustrations. Launched redesigned website, created landing pages. Designed successful webinar series educating both clients and prospects about company services and industry events.