

LISA SKRD LANT

MARKETING EXECUTIVE | BRAND STRATEGIST | COPYWRITER

CONTACT



561-568-6115



skrdlant@outlook.com



[linkedin.com/in/lisa-skrdlant](https://www.linkedin.com/in/lisa-skrdlant)

EXPERTISE

Marketing Strategy
Brand Development
Content Creation
Copywriting

Press Releases / Editorials
Website Architecture
Competitive Landscaping
Market Research
Audience Segmentation
Social Media Management
Media Marketing
Creative Briefs
Product Development
Project Management
Public Speaking
RFQ / Negotiations
Budgeting / Cost Analysis
Tradeshaw Management

TECHNICAL SKILLS

WordPress
HubSpot
Constant Contact
HighLevel
Mailchimp
SurveyMonkey
Demand Force
Canva
Adobe Acrobat
Conceptboard
Microsoft Office Suite

PROFESSIONAL PROFILE

Strategic brand marketer with over 20 years of experience across B2B and B2C environments, including eight years as an independent consultant. Known for crafting purpose-driven content and programs that inspire and engage audiences, strengthening brands and driving measurable results. A highly regarded copywriter and storyteller with expertise across food and functional ingredients, health & wellness, CPG products, and goods and services industries. Passionate about aligning brand purpose with compelling narratives to connect emotionally with diverse audiences. Skilled in managing multimillion-dollar product portfolios and budgets ranging from \$10K to \$150K. A trusted partner in building intentional relationships that foster loyalty and growth.

EXPERIENCE

FOUNDER / PRESIDENT

BBM Strategic Marketing / Jupiter, FL / 2016 – present

BBM Strategic Marketing is a marketing consulting firm providing brand and content marketing expertise. Client portfolio:

- **CleopatraRX (Nutraceuticals)** – Led brand and content strategy development for key marketing initiatives, including website launches, blogs, newsletters, email campaigns, social media, and press releases. Supported major events, webinars, and tradeshows. Achievements include a 949% increase in social media engagement, 3,975 newsletter readers, and 67 new patient sign-ups.
- **Apura Ingredients (Global Food Ingredients)** – Execute marketing projects, including customer presentations, social media campaigns, collateral, press releases, editorials, customer emails, and tradeshow support. Achieved: Called upon for editorial content; increased social following.
- **Celesta Company (Functional Ingredients)** – Manage social media content for LinkedIn page, develop tradeshow booth graphics and messaging. Achieved: 25% increase in social media following.
- **TufTile, Inc. (B2B Manufacturing)** – Executed comprehensive brand restructuring. Managed multi-level photo, video, and drone shoots, new logo, new website. Executed copywriting strategies across collateral, blogs, trade advertising, and social media engagement. Achieved: new product sales increase 17% year one.
- **Capture Digital Marketing (Agency)** – Provide copywriting support for clients across financial, wealth management, cybersecurity, and health and wellness industries/
- **Mia Poppe, Esq. (Law)** – Created personal brand for a high-income Manhattan-based attorney - video scripts, YouTube and social channels, website redesign, new logo, blogs, website copy, and client acquisition strategies. Achieved: Winner Thomson-Reuters 2023 MarCom Platinum Award for Best Website.
- **Quintessence Nutritional Sciences (Nutraceuticals)** – Executed rebrand initiative, new website, online market research, and branding. Managed copywriting, corporate and sales collateral, and webinars, presentations, tradeshows, and lead generation initiatives for new partners.
- **Stabil Nutrition (Ingredients)** – Initiated strategic recommendations for a new website, including copywriting, images, and supporting sales collateral. Achieved: Company has grown to industry leader in distribution of rice bran product.

LISA SKRD LANT

MARKETING EXECUTIVE | BRAND STRATEGIST | STORYTELLER

EDUCATION

Bachelor of Communication
Northwestern University
2001

Digital Marketing I
Florida Atlantic University
2018

Advanced Digital Marketing II
Florida Atlantic University
2019

AWARDS

2023
Apura Ingredients, Inc.
Top Team Member of the Year

2016
Rust-Oleum Australia
"Best New Product"
Handyman Magazine Australia

2016
Rust-Oleum Australia
International Team of the Year
Rust-Oleum US

2015
Rust-Oleum US
"Top 10 New Product Innovation
Award"
Popular Mechanics Magazine

2015
Rust-Oleum Corporation
Top 100 Products of 2016
This Old House Magazine

2012 & 2013
Rust-Oleum Corporation

PROFESSIONAL EXPERIENCE

WRITER / EDITOR

Best Version Media / Jupiter, FL / 2018

Best Version Media (BVM) is a media company that connects businesses to local residents with family-friendly community magazines. One of the fastest-growing media companies in North America, BVM distributed 33MM magazines in 2020.

- Managed two (2) BVM publications, Fairway Living and Resort Living, during process of finding a lead publisher
- Obtained, interview, and write cover stories about families living in the community
- Coordinated with photographer for photoshoot of feature family
- Worked with clients to publish selling articles, social, calendar
- Proofread, edit, and provide final approval to go to press

MARKETING DIRECTOR

Rust-Oleum Australia / Sydney, NSW, AU / 2014 - 2016

Rust-Oleum is the leading manufacturer of premium consumer and industrial paint and coating products.

- Handpicked by US headquarters to define and implement marketing strategies for Rust-Oleum's \$75MM AUS location.
- Recruited and managed marketing and media agencies to execute campaigns.
- Oversaw media roundtables, product demonstrations, and editorial content creation.
- Directed high-impact product photoshoots for packaging and promotional materials.
- Exceeded sales targets, achieving 127% of forecast in FY2015 and 119% in FY2016.

MARKETING DIRECTOR, AEROSOL PAINTS & WOODCARE

Rust-Oleum Corporation/ Vernon Hills, IL / 2011 - 2014

Defined product and brand marketing strategies for largest \$465MM product platform. Led packaging, product development, trade and integrated communication initiatives. Set product roadmap for team of 7 brand managers, achieving 30 new SKUs and \$40MM revenue growth in 18 months.

- Launched first-to-market repellent realizing \$10MM first 6 months
- Displaced sole supplier competitor at The Home Depot with 60 new SKUs generating \$13MM year one
- Led Wal-Mart private label packaging initiative for aerosol paint \$25MM annual sales
- Managed branded & private label initiatives, media, collateral, market research and product testing.

DIRECTOR, MARKETING COMMUNICATIONS /Home Products International / 2005 – 2011

BRAND MANAGER / Rust-Oleum Corporation / 2001 – 2005

BRAND MANAGER / The NutraSweet Company / 1991 – 2001