



# LINDSAY STONE

## MARKETING EXECUTIVE

### OVERVIEW

Results-focused marketing manager who translates vision into enterprise-level initiatives that accelerate growth and strengthen brand equity. Leverages deep consumer insight and data-driven execution to lead integrated, multi-channel campaigns that drive revenue and market share. Builds, develops and scales high-performing teams, fostering a culture of innovation and collaboration.

### EXPERIENCE

#### VAN EERDEN FOODSERVICE 2022-PRESENT BRAND MARKETING MANAGER

- Responsible for establishing a fully integrated marketing department from the ground up, designing the strategy, structure, initiatives and budget to support company growth.
- Lead integrated marketing strategy and execution, delivering sustained four-year average annual growth of 10% in sales, 8.5% in cases and 8% in customer count.
- Conceptualized and executed 15+ annual regional events, achieving sustained 4-year average growth of 26% in attendance, 27% in sales-generating booth activity and 18% in vendor participation.
- Instituted and led an annual Promotional Sales Incentive strategy aligned to vendor growth goals, delivering 31% sales growth and 27% case growth on targeted items while increasing customer value and Sales Rep performance.
- Oversee enterprise social media strategy across nine accounts, producing four-year average growth of 320% in engagement, 340% in traffic, and 120% in followers.
- Directed a portfolio-wide redesign of four company websites, delivering hundreds of qualified leads and multimillion-dollar trackable revenue through SEO, PPC and conversion optimization.
- Spearheaded e-commerce integrations, audience targeting, and comprehensive photo/data updates for our new ecommerce platform, enhancing product visibility, user experience and merchandising effectiveness to drive engagement, conversion and online sales growth.
- Conceptualized and continually optimized a SharePoint based Intranet, centralizing company communications and resources, driving nearly 20K views in its first year.

#### RAISING CANE'S CHICKEN FINGERS 2020-2022 FIELD MARKETING MANAGER

- Directed tactical marketing initiatives across multiple Western U.S. markets, delivering 20% year-over-year customer count growth and contributing to \$80M+ in annual sales.
- Led multi-channel marketing campaigns for multiple restaurant openings, driving opening-week sales 74% above company average, including a record \$325K opening week in Utah.
- Executed a three-week food truck activation generating 860K+ impressions; established the company-wide marketing standard, developing scalable processes deployed system-wide.
- Launched the company's mobile ordering app and curbside programs, generating \$5.6M+ in year-one sales with 14% average month-over-month mobile growth.

### EDUCATION

Bachelor of Science, Public Relations  
Western Michigan University  
Lee Honors College, Magna Cum Laude  
Graduated: December 2011

Executive Development Program  
University of Virginia  
Darden School of Business  
Completed: 2024

### SKILLS

- + Enterprise Marketing Strategy
- + Revenue & Growth
- + Transformational Leadership
- + Change Management
- + P&L Management
- + Integrated Campaigns & CRM
- + Marketing Analytics
- + Brand Strategy & Positioning
- + Digital & E-Commerce
- + Event Strategy
- + Cross-Functional Leadership
- + Sales

### CONTACT

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## GARDEN FRESH RESTAURANTS

2019 - 2020

### FIELD MARKETING MANAGER

- Led strategic, multi-channel field marketing initiatives for 97 locations across 10 states, leveraging creativity, innovation and data to accelerate growth.
- Partnered with Operations leadership, internal teams, agency partners, and community organizations to design and execute regional marketing plans aligned with national strategy.
- Created marketing tools, resources and training programs that empowered operators to elevate their local market presence and brand impact.
- Built and implemented numerous scalable processes from the ground up, including grand re-openings, events, donation programs, and budget management procedures.

## MERITAGE HOSPITALITY GROUP

2014 - 2019

### DIRECTOR OF MARKETING

- Led a cross-functional team to develop and execute strategic marketing plans across 318 Wendy's restaurants in 16 states and four casual-dining concepts, capitalizing on market opportunities and driving sales growth.
- Set the company's strategic direction across marketing, advertising, brand development, digital marketing, merchandising, new product growth, sales training, internal communications, PR, and creative development.
- Spearheaded the rollout of digital revenue platforms including delivery, mobile ordering, loyalty, online gift cards, website redesign, email optimization, and digital campaigns - driving millions in incremental profit.
- Analyzed multi-level performance metrics to create targeted strategies that exceeded sales, traffic, average check, and profitability goals.
- Managed and optimized multi-level budgets with full P&L accountability for all marketing expenditures, partnering with Accounting, Finance, and Operations to increase efficiency and ROI.
- Designed and implemented a company-wide sales training program including development, recognition, incentives, and performance measurement.
- Collaborated with The Wendy's Company, agency partners and franchisees across 25 Division Marketing Associations to influence brand and marketing strategy.
- Led development of pre and post-opening marketing plans for Wendy's remodels, while supporting the modernization of 118+ restaurants since 2013 and delivering +200% EBITDA growth for relocations and +31% for reimages.
- Partnered with the Director of Organizational Development to define company mission, vision, and values, conduct an internal audit, and build an implementation plan to embed culture across the organization.
- Directed the company's strategic rebrand, including transformation of brand identity, standards, logo, assets, and collateral.

### MARKETING MANAGER

2013 - 2014

- Led a team of four to develop specialized marketing campaigns across six states; recognized with a Wendy's International Diamond Award nomination in 2014 for innovative strategy.
- Directed the Talent Acquisition team and launched creative recruiting and retention initiatives that were featured in Entrepreneur Magazine (2013).
- Selected by the COO/President to serve on a three-member process-improvement task force focused on restructuring the organization and strengthening a "people-first" culture.

### MARKETING COORDINATOR

2012 - 2013

- Partnered with advertising agencies across Wendy's regional co-ops to lead strategic marketing initiatives and budget management, driving a 4.6% AUV increase in Michigan from 2012-2013.
- Led the brand development and launch of two casual dining concepts—Crooked Goose (2012) and Freighters Eatery & Taproom (2013)—collectively surpassing \$5.9M in first-year sales.
- Developed and executed strategic marketing plans for 85 Wendy's locations across three states.
- Directed internal and external communications during five multi-state acquisitions, adding 25 restaurants to our portfolio.