

LISA FEREN

3703 Albatross Street
San Diego, CA 92103
619-339-2979
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SUMMARY

Multi-passionate sales and marketing professional pairing business objectives and marketing to reach more people, tell compelling stories, and build brand authority in order to grow businesses.

PROFESSIONAL EXPERIENCE

Marketing Consultant, Handcrafted Marketing

April 2014-Present

- Assist entrepreneurs and business owners grow their market share using inbound marketing tactics, online marketing campaigns, paid advertising, content marketing across all platforms, branded content, social media strategy, public relations and overall business strategy.
- Create content calendars, marketing plans, write and edit blogs, articles, white papers and all content in order to execute effective plans for clients.
- Produced and sold an online course “DIY Media Pitches: Big Results for Little Businesses”.
- Clients include a semi-custom kitchen and bath designer, largest independent toy store in the US, children’s and gift boutique, start-up online wellness brand, online clothing boutique.

Sales and Marketing Manager

February 2013-April 2014

California Closets San Diego and Portland Franchises

- Support annual revenue goal of \$8.3M with focus on the delivery of marketing efforts to ensure sales team has the tools to achieve and exceed sales goals. Assist sales consultants in the showroom and set up home appointments
- Identify and procure strategic partnership opportunities with complimentary businesses.
- Create and implement local marketing material and execute corporate marketing strategy on a local level to support traditional media, online media, social media, public relations, website content and showroom events and activities. Plan and execute events on an ongoing basis.

Sales Account Manager, Group Sales

March 2012-February 2013

Evolution Hospitality, Hard Rock Hotel, San Diego

Group Sales Manager with Northern California, Oregon, Washington and Florida territories

- Responsible for closing \$86,000 in monthly revenue.
- Conduct hotel site inspections, negotiate contracts, respond to RFP’s and retain pipeline of existing and potential clients within territory.
- Chosen as one of 8 top sellers within Evolution Hospitality to boost sales and awareness for new property in San Francisco, CA. Achieved award for “most sites” scheduled for the hotel.

Independent Meeting Planner

July 2008-March 2012

Meetings Global, Inc. San Diego, CA

- Responsible for obtaining and retaining end user clients who book group hotel guest rooms. Assist in site selection and contract negotiation, acting as a liaison between the hotel and client. Clients include AFLAC, California Western School of Law, CDA Academy, Ligand Pharmaceuticals, Neighborworks America.
- Facilitated over 50 meetings since 2008 working with clients and hotels around the globe.

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Residential Real Estate Agent

May 2005-June 2008

Ascent Real Estate, San Diego, CA

Obtained residential real estate license. Assisted buyer's and seller's complete residential real estate transactions. Responsible for cultivating and maintaining client base and book of business. Maintained code of ethics with San Diego Association of Realtors and California Association of Realtors.

Sales Manager, Group Sales

July 2002-December 2004

Starwood Hotels and Resorts, W San Diego Hotel, San Diego, CA

Group Sales Manager with entertainment, legal, accounting and finance markets.

- Winner "Sales Manager of the Year" competing with all Starwood Hotels on the West Coast and Hawaii.
- Achieved 175% of sales goal resulting in over \$1,600,000 for the 2003 calendar year.
- Nominated "Manager of the Quarter" for 2nd and 3rd quarters 2003.
- Selected as one of four sales managers to open W San Diego Hotel. Created and implemented standards and procedures for the sales and catering departments. Successfully achieved opening budget and goals.

Sales Manager, Group Sales

December 2000-July 2002

Starwood Hotels and Resorts, W Seattle, Seattle Washington

Executive Meetings Manager selling and servicing all group business. Territory included East Side Seattle.

- Achieved 138% of personal revenue goals totaling \$1,300,000 for 2001 calendar year.
- Winner of Starwood North America "Hot Shot" award – awarded to individuals achieving a minimum of 125% of personal revenue goals for 2001.

EDUCATION

BBA, Marketing. Minor Fashion Merchandising
Sam Houston State University, Huntsville Texas

MEMBER AFFILIATIONS/ORGANIZATION

High Tech Middle School VP of School Support 2017 - Present

Elite Networking Group Member 2012 – Present

CERTIFICATIONS

HubSpot Academy Inbound Marketing Certification 2019 - 2021

REFERENCES AND WRITING SAMPLES AVAILABLE UPON REQUEST