

Lane Till

1328 Curtiss Ave
Ames, IA 50010
515-230-8851 lane@capturemarketinggroup.com

Overview

Lane Till's professional experience has included overseeing branding, messaging, and marketing efforts for non-profits and state agencies. She has been responsible for shaping coalitions for people with disabilities, advocating for various groups, and marketing the way adult literacy in Iowa is being perceived. An accomplished speaker, Lane continues to dedicate her time in helping other agencies and non-profits on "How to Tell Your Story" and building great organizations.

Professional Experience

Capture Marketing

January 2011-Present

Director of Marketing and Communications

- Oversee and lead the Capture Marketing (CM) department's implementation of client projects and initiatives
- Provide strategic direction to CM clients regarding messaging and branding of campaigns
- Research and develop relevant content and messaging for marketing our clients' issues and priorities
- For advocacy and communications project increased member involvement from 4,000 members to over 9,000 in one year
- Oversee employees responsibilities, assignments, and ensure they are meeting client needs
- Created a first-ever Iowa Self Advocacy Conference for a client which included national speakers, exhibitors, and a large attendance. Success was so large that the client has decided to do this every year
- Have increased marketing projects being billed from \$400,000 to over \$750,000 inside of two years
- Facilitate and oversee multiple vendors providing expert services and ensure client satisfaction
- Develop content, copyedit, layout, and proof marketing materials
- Proficient in Microsoft Word, Excel, PowerPoint, Access, Adobe Creative Suite including InDesign, Photoshop, and Adobe Pro
- Manage social media platforms for clientele including Facebook, Twitter, YouTube, Blog, LinkedIn, Google+, and Flickr through a strategic communications calendar

Greater Des Moines Convention & Visitors Bureau (GDMCVB)

Des Moines, IA

Strategic Marketing Sales Manager

August 2008-January 2011

Responsible for increasing revenue by developing new strategic corporate and small business partnerships, managing existing partnerships, selling sponsorships and developing new opportunities for area businesses.

- Launched new marketing program that resulted in a 10% increase in the number of businesses partnering with the GDMCVB
- Exceeded yearly revenue goals by 17% through the development of new partnerships and by retaining over 93% of the existing partnership base
- Secured sponsorships for major projects including the Greater Des Moines Gift Card and the Greater Des Moines Trails Map
- Developed the Community Corporate Partnership program and increased corporate revenue by over 50%
- Increased sponsorship revenue for the SeeDesMoines.com Celebrity Golf Classic by 25%

- Analyzed market research and website statistics to create new ways for area businesses to market with the GDMCVB
- Retained partnership base by developing strong relationships and creating effective marketing plans that met the specific needs of each partner
- Built relationships with community leaders and business owners through involvement in community events and committees

Pella Corporation
Lowe's Account Specialist

Charlotte, NC
 August 2006-August 2008

Responsible for building and maintaining the strategic partnership between Lowe's and Pella. This included working directly with the Lowe's merchandising team to increase revenue across multiple product lines and managing projects with the Lowe's Account Manager.

- Built and managed relationships with Lowe's merchandising team to strengthen the strategic partnership
- Negotiated terms of promotions and managed promotional budget
- Assisted in business case development to support new product initiatives and increasing level of in-store presence
- Managed and prioritized projects to maximize sales growth and stay within budget
- Lead strategic planning sessions for critical negotiations that resulted in innovative ideas to increase sales in a declining market
- Managed Pella's presence at key tradeshows including the International Builders Show and Lowe's National Sales Meeting
- Worked with Lowe's advertising team to coordinate Lowe's national advertisements and website marketing
- Provided leadership in problem solving with Pella sales team and handled escalated customer service issues

Pella Corporation
National Accounts Sales Representative

Apple Valley, MN
 May 2004-May 2006

Responsible for increasing revenue in assigned territory, building and maintaining relationships with in-store staff and developing new customer relationships. Additional responsibilities included working with area contractors to secure business and handling customer service issues directly with the customer and at the store level.

- Executed sale plan to reach over four million in sales that exceeded prior year revenues
- Pioneered and lead contractor sales initiative and increased sales by approximately \$1 million the first year
- Maximized customer satisfaction and protected company integrity by providing quality customer service to new and existing customers
- Trained Menards and Lowe's in-store associates on selling and promoting Pella products
- Developed and maintained important relationships with Menards and Lowe's store management and associates
- Created "Pella Champions" in each store that were able to effectively sell Pella products
- Created effective marketing plans by analyzing market research that strategically focused on key accounts and developing new relationships with targeted area builders

Education

Iowa State University, Ames, Iowa, May 2004

B.A., Major: Communication Studies; Minor: Political Science, GPA: 3.62/4.00

- Graduated with distinction

- Phi Sigma Theta National Honor Society
- Dean's List

Des Moines Area Community College, Boone, Iowa, May 2002

A.A., Liberal Arts

Dean's List

Activities & Community Involvement

- East Des Moines Chamber Ambassador Committee Member, 2011-Present
- Iowa Coalition Against Domestic Violence
 - Board Member – 2010-Present
 - Vice Chair – 2010-2011
 - Chair – 2012-2013
- Des Moines Downtown Chamber Board Member, Programs and Events Committee Chair, 2008-2009
- Executive Women International, member of the Ways and Means Committee, 2008-2009

Development/Awards

- Sales Achievement Award, Pella Corporation
- Leadership Training for Managers, Dale Carnegie
- High Impact Delivery, Tero International
- Pella Sales Training