

MEREDITH STEAD

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Empathetic and dedicated community builder with a deep passion for helping others and a strong determination to perform great work. Experienced in creating and implementing new engagement plans and strategies, managing volunteers, and organizing various activities and events. Possess great leadership and communication skills and significant ability to work in fast paced team environments.

VOLUNTEER EXPERIENCE & RECOGNITION

2018 – Present | Planning and Zoning Commissioner | **City of Boise**

2020 – 2022 | Planning and Zoning Chairperson

2018 – Present | Board of Directors | **FUNDSY**

2021 | Public Boards and Commission Fellowship Mentor | **Conservation Voters for Idaho**

2017 – 2019 | Leadership Boise President | **Boise Metro Chamber**

2018 – 2019 | Community Advisory Board | **Boise State Public Radio**

2021 | Industry Power 25 | **Idaho Business Review**

2019 | Accomplished 40 Under 40 | **Idaho Business Review**

EMPLOYMENT

June 2021 - Present

Strategic Sourcing Manager, Marketing | **Albertsons Companies** | Boise, ID

- Source various indirect categories that are high complexity and up to \$250M spend; creating various standard sourcing processes adopted by Strategic Sourcing Department
- Facilitating change management throughout the enterprise to modernize the in-store customer experience through digital screens and shelf tags
- Liaised with internal and external stakeholders to identify and leverage contract value opportunities including legal, finance, IT, marketing, and merchandising.
- Administer agreements by negotiating contracts, liaisoning between executing contract extensions, statement of works, and resolving administrative issues

June 2018 – June 2021

Marketing & Event Manager | **Boise Valley Economic Partnership** | Boise, ID

- Work closely with community and corporate stakeholders/investors on communications and events in both B2B and B2C capacities.

- Strategize and execute external communication and national marketing implementation by studying economic indicators, budget management, data analytics, and identifying and connecting with customers.
- Coordinate and host site visits for businesses interested in expanding or relocating to the metro area including connecting them with resources on wage analysis, real estate, Department of Labor and Commerce, and University representatives
- Content creation and content mining for social channels: Facebook, LinkedIn, Twitter, Instagram

March 2014 – June 2018

Marketing Director | **Ballet Idaho** | Boise, ID

- Maximize visibility and client base of Ballet Idaho and Ballet Idaho Academy, manage Ballet Idaho's brand, as well as planning and managing all marketing and public relations activities.
- Research, write, and distribute press releases to targeted media; Manage and edit e-newsletters, speeches, articles, Board of Director reports, publicity brochures, handouts, direct mail leaflets, promotional videos, and photoshoots and photographs
- Content creation and management of sites including website, Twitter, Facebook, Instagram, growing engagement by 300%
- Manage and execute all advertising and media buys (print, broadcast, mobile, digital)
- Exceed fundraising goals by 65% through management of all aspects of special event and fundraiser planning and execution
- Develop and maintain \$150,000 marketing budget and \$800,000 ticket sales revenue projections
- Grow audiences by more than 40% by develop and execute season subscription and renewal campaigns, group and single ticket sales

September 2011 – April 2014

Marketing Lead & Client Manager | **Spotlight Events** | Eagle, ID

- Worked on team of ten to execute 36 national dance competitions annually, while managing external company communications and marketing
- Creating and executing social media promotion and advertising campaigns and communication via Facebook, YouTube, Instagram, Twitter
- Creating marketing pieces including newsletters, regional event programs, brochures, press releases, print advertisements
- Direct sponsor management, including sponsor sales, seasonal updates, contract negotiation and sponsor obligation executor
- New business development and client relationship builder. Key client relations point of contact
- CRM and website administration, customization, implementation and maintenance. Managing 3500 account and client opportunities annually including direct sales and communication. Attended Salesforce's DreamForce 2013, week-long CRM seminar, as sole representative of organization

EDUCATION

2019

Certificate in Economic Development | Colorado State University | Denver, CO

2007

Public Relations for Entertainment Industry | University of California, Los Angeles, Los Angeles, CA

2000 – 2004

BA Communication & English Literature | University of Colorado | Boulder, CO