

## Susan Hoxie

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### EXPERIENCED MARKETING PROFESSIONAL

Marketing professional who has worked successfully with organizations of all sizes—from non-profits and start-ups to Fortune 500 companies. Well-developed analytical, written and verbal communication skills. Proven marketing campaign leadership, team and P&L management. Excellent organizational skills, with expertise in handling multiple projects efficiently that are completed on deadline and within budget. Effective interpersonal skills and extensive client/member-facing experience.

#### Professional Experience:

**Maple Run Marketing, LLC**  
*Principal*

**2018 – Present**

*A marketing and event management consultancy. Projects include:*

- Middlebury Maple Run—a half marathon, relay and fun run that attracts 850-1,000 athletes annually
- Tour de Farms—a bike ride and farm tour that hosts 350 riders annually
- Better Middlebury Partnership—website improvements and maintenance
- RAD-Innovations—marketing retainer
- Moosalamoo Association—part-time executive director
- New England Federation of Humane Societies—plan this group’s 2020 educational conference for 350 attendees
- “A Small History of Political Philosophy”—project management to publish a compilation of essays

**Vermont Coffee Company**  
*Marketing General Manager*

**2017 – 2018**

*A small-town roaster of organic coffee sold in chain grocery stores, local markets and food co-ops throughout New England.*

- Developed and oversaw marketing strategy; implemented strategy to reach goals for sales, profit, customer and community relations. *“Renewable Roastery” story featured on local ABC affiliate and NECN.*
- Planned, developed and executed campaigns to grow sales through e-commerce, on-site coffee café, advertising, trade shows, community and product sampling events. *Year-over-year e-commerce sales increased by 20% and café sales and visits increased by 30%.*
- Managed public relations activities, wrote press releases, researched issues, developed speaking opportunities and panel participation for the CEO. *Working closely with CEO, wrote op/ed on advanced manure management; convened a group of interested parties to submit proposal for Vermont’s Phosphorus Innovation Challenge.*
- Researched, analyzed, and recommended new sales channel opportunities such as Amazon.

**Addison County Chamber of Commerce**

**2008 – 2017**

*President (2014-2017); Marketing & Communication Director (2008-2014)*

*Countywide Chamber of Commerce supports area businesses and serves as destination marketing organization for region.*

- Developed and introduced new strategy for calculating membership investment—value based vs. fair share model. *Worked closely with board, industry consultant and member-based focus groups to create new strategic plan which included innovative dues investment model.*
- Worked cooperatively with Board of Directors to set Chamber’s short- and long-term goals. *Increased board member participation, board diversity, improved communication between staff and executive committee.*
- Stabilized membership in era of declining participation in Vermont chambers. *ACCOC has maintained a membership base of approximately 425 members.*

- Prepared and presented annual budget to Board of Directors for approval; over three years returned organization to solid financial footing. *Annual budget of \$250K; profitable during tenure; increased financial reserves.* Analyzed all communication channels for membership and tourism; developed and produced communication vehicles (visitor guide, membership directory, website, e-newsletter, social media); retire others while maintaining revenue streams. *Researched and implemented new technology solutions, integrated website with membership database, retired redundant/unprofitable publications.*
- Created new and managed existing events that focused on tourism, community or membership such as Middlebury Maple Run, Vermont Gran Fondo, Vergennes Day, Bristol Harvest Festival, Middlebury Arts Walk, Chamber annual meeting, networking mixers, educational seminars. *Middlebury Maple Run celebrated its 10<sup>th</sup> anniversary; regularly brings up to 1,000 athletes and families to area; fills hotel rooms; proceeds go to local non-profits.*
- Serve on committees and boards as requested by complementary organizations.

**Davies Murphy Group, Burlington, Mass.** (acquired by Lewis PR)

**2004 – 2008**

*Marketing Team Lead*

*A public relations and marketing agency servicing primarily high-technology clients.*

- Set strategy and executed marketing programs for early stage and established software and hardware providers, consultancies and systems integrators
- Activities included market development, field marketing, lead generation and brand awareness through e-marketing, online and executive events, direct mail, web site development, conferences and trade shows.

**Education:** Boston University; B.S. in Public Relations, magna cum laude  
University of Vermont Continuing Education; Professional Certificate, Digital Marketing Fundamentals

**Community:** Homeward Bound: Addison County's Humane Society, board member (2015-present)  
Middlebury Maple Run, Race Director (2009-present)