


# SUSAN HOXIE

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## SUMMARY

Non-profit executive and marketing professional who has worked with 501(c)(3)s, solo entrepreneurs, and small- and medium-sized businesses. Well-developed written and verbal communications skills. Proven leadership, team and P&L management. Adept at managing and organizing disparate stakeholders and contributors. Known as a consensus builder with a blend of business acumen.



## RELEVANT EXPERIENCE

- Experienced non-profit executive director, board chairperson, board member, and volunteer
- Develop and implement organizational strategic plans
- Public relations, media relations, community and member relations, lead generation, online and traditional
- Write and edit articles, op/eds, bylines, business spotlights, print collateral, press releases, web content
- Identify speaking opportunities, develop abstracts, pitch producers, create presentation decks
- Serve as company spokesperson, vet and respond to media inquiries
- Vendor management including p.r. and design agencies
- Working collaboratively with stakeholders from C-level on down
- Staff development, hiring, nurturing
- Experienced event planner



## PROFESSIONAL EXPERIENCE

### Maple Run Marketing | Principal | 2019 - Present

Client roster includes:

- Addison County Economic Development Corp.: Recovery Navigator assists business clients with COVID recovery projects. Match them with technical assistance providers, ensure projects met deadlines before CARES Act funding expires. Managed 40 projects in a two-month period.
- Moosalamoo Association: As Executive Director liaise with U.S. Forest Service; develop and market events that increase awareness and use of Moosalamoo National Recreation Area; membership engagement and growth; grant writing and fundraising.
- ACORN Tour de Farms: Farm/vendor/sponsor recruitment, state and local permitting, event marketing, safety and logistics for a 30-mile bike ride and farm tour that hosts 350 riders annually.
- New England Federation of Humane Societies: Site selection, contract negotiation, attendee registration management for annual educational conference with 450 attendees.
- Better Middlebury Partnership: Website enhancement and maintenance. Develop and implement campaigns to market downtown stimulus promotions.

## **Vermont Coffee Company | Marketing General Manager | 2017 – 2018**

- 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 | President (2014-2017), Marketing Communications Director (2008-2014)**

- 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 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.*
- 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 regularly brings 800 athletes and families to area; fills hotel rooms; proceeds to local non-profits.*

## **Davies Murphy Group | Marketing Team Lead | 2004 – 2008**

## **Demantra, Inc. | Direct Marketing Manager | 2003 – 2004**

## **Syncra Systems, Inc. | Director, Marketing Communications | 1998 – 2003**

## **MAK Technologies, Inc. | Marketing Communications Manager | 1996 – 1998**

## **NEC Technologies, Inc. | Several marketing positions | 1987 – 1995**



## **EDUCATION**

Boston University | B.S., Public Relations, magna cum laude

University of Vermont Continuing and Distance Education | Digital Marketing Fundamentals Professional Certificate | June 2019

Institute for Organizational Management | Continuing Education for Chamber Executives | 2015, 2016, 2017



## **ACTIVITIES**

Homeward Bound: Addison County’s Humane Society | President, Board of Directors (2019); board member (2015-2019); volunteer (2009-present)

Brandon Area Chamber of Commerce | Board member (2021)