

Contact

www.linkedin.com/in/elizabeth-ervin-4448663 (LinkedIn)
imaginepub.com (Company)

Top Skills

Integrated Marketing
Communications Planning
B2B Marketing
B2B Marketing Strategy

Elizabeth Ervin

Group Account Director at The Food Group
San Ramon, California, United States

Summary

Elizabeth leads marketing and product innovation strategy for The Food Group's consumer, foodservice and industrial ingredients practices. She has 15 years experience advising clients, from start-ups to global leaders, on defining their vision for the future of food. She leads cross functional teams in the planning, development and execution of cutting edge product innovation and creation of transformational sales and marketing plans.

Experience

The Food Group

7 years

Group Account Director

August 2021 - Present (3 years 7 months)

Account Director

March 2018 - August 2021 (3 years 6 months)

Greater Chicago Area

Bite Me Media

Publisher

January 2017 - February 2018 (1 year 2 months)

Chicago, IL

Imagination.

Account Director & National Sales Director

November 2012 - January 2017 (4 years 3 months)

Greater Chicago Area

East Coast Home Publishing

6 years 6 months

Sales and Marketing Manager

July 2006 - November 2012 (6 years 5 months)

Fairfield, CT

Responsible for developing new sales strategies and launching local events to market each title. Role included managing all phases of the sales cycle from prospecting partners and developing presentation materials to contract fulfillment. Event coordination required venue selection, local promotion, securing vendors, media outreach and securing designer appearances.

Contributing Editor

June 2006 - November 2012 (6 years 6 months)

Fairfield, CT

Produced 'To the Trade' a monthly column for East Coast Home + Design and was a frequent contributor to W2W focusing on local restaurant, wellness and travel features.

Linen Press, LLC

Marketing Manager

May 2006 - November 2012 (6 years 7 months)

Old Greenwich, CT

Led the expansion and rebranding of a regional multi-unit retailer. Deliverables included hiring agency partners to update brand identity and develop a website. Facilitated all media outreach and implemented a digital plan that utilized email and social tactics to drive brand awareness, lead generation and customer acquisition.

Education

Loyola University of Chicago

Bachelor's degree, English