

# Lydia Fletcher

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## WORK EXPERIENCE

### Impossible Foods

Redwood City, CA

Senior Sales Operations Specialist

December 2021 - February 2023

- Liaised between product and sales to identify resource deficiencies and potential roadblocks to sales process
- Created product listings and process updates for 75+ SKUs in 3P data providers like Syndigo & 1WS
- Trained 50+ sales team on sales processes including legal project management & customer portal maintenance
- Launched 4 new retail SKUs in Q1'23 by driving cross-functional alignment; submitted new item info for customer line reviews, communicated timelines, created product mockups, and organized samples process
- Optimized eCommerce listing process, reducing the time from submission to posting by 50%

Senior Account Coordinator, National Accounts

January 2020 - December 2021

- Managed the sales process from start to end for 250 accounts and 7 sales managers
- Collaborated with xfn partners and engaged with customer execs for onboarding and ongoing management
- Created first internal published standard operating procedures to align the team on common processes
- Trained 4 new account executives on National Accounts sales, the CPG environment, and team resources

### Sprouts Cooking Club (Workforce Development Non-Profit)

San Francisco, CA

Americorps Position - Fundraising & Marketing Coordinator

November 2018 - December 2019

- Selected for a year of service via the US Government's AmeriCorps VISTA Program
- Coordinated and led logistical planning of annual benefit, raising \$76,000
- Designed and executed nonprofit's first social media giving campaign, raising \$2000
- Increased social media traffic by 30% through creation of 5 unique marketing campaigns

### Rodale Institute (Organic Research Farm)

Kutztown, PA

Agriculture Supported Communities Program Intern

April 2018 - November 2018

- Handled pre-sale, post-sale, and distribution support of bi-weekly organic produce shares for over 100 customers and over \$16,000 of fresh produce
- Certified in regenerative organic farm management

## EDUCATION

### San Francisco State University, College of Extended Learning

San Francisco, CA

Professional Certificate in Geospatial Information Systems

Spring 2022

- Coursework in ArcGIS applications for Scientific Visualization, Remote Sensing and Cartographic Design
- Utilized Javascript for web mapping applications and R for database design & management

### Lehigh Carbon Community College

Schnecksville, PA

Intro to Geospatial Information Systems

Fall 2018

### Binghamton University, State University of New York

Binghamton, New York

Environmental Science, concentration in Ecosystems (B.S)

December 2016

Biological Sciences (B.A)

- Coursework in evolutionary biology, ecology, forestry, environmental policy

## SKILLS & INTERESTS

**Skills:** Adobe, ArcGIS, GDSN, Google AdWords, Google Analytics, Hubspot, Microsoft Office, Python, R, Salesforce, and WordPress

**Interests:** Sustainability, Climate Resilience, Cycling, Backpacking, Recipe testing