

Maud King-Lewis

CONTACT

 [linkedin.com/in/maudking-lewis](https://www.linkedin.com/in/maudking-lewis)

 maudking-lewis.com

 619-807-7951

 maudlucero@gmail.com

CORE EXPERTISE

Brand Strategy & Positioning • Integrated Marketing Communications • Consumer Marketing • Paid, Owned & Earned Media • Advertising • Creative Leadership • Agency Management • Social Media Public Relations • Influencer Marketing • Experiential Marketing • Multi-Unit & Franchise Marketing • Campaign Development • Media Strategy • Content & Storytelling • Customer Experience • Marketing Analytics & ROI • Budget Management • Cross-Functional Leadership • Team Development • Executive Communications • Digital Marketing • Performance Optimization

EDUCATION

 NEW MEXICO STATE UNIVERSITY
BACHELOR OF ARTS
Graduated December 2003 - Journalism and Mass Communications

 Activities and Societies: Zeta Tau Alpha, Panhellenic Vice President of Activities, President of Dancers Unlimited, GreekSpeak Editor, Recruitment Counselor, NMSU Broadcasters Association, New Student Orientation Leader

 Order of Omega National Honor Society
Rho Lambda National Honor Society
Gamma Sigma Alpha National Honor Society

CONSUMER BRAND STRATEGY

Senior marketing executive with 20+ years of experience building consumer brands, leading integrated marketing strategies, and translating business objectives into high-impact campaigns that drive growth and brand equity. Experience spans restaurant franchising, multi-unit consumer organizations, foodservice, corporate and agency environments, with expertise across paid, owned and earned media, advertising, social, public relations, influencer marketing, experiential, digital, content and creative production. Proven leader of cross-functional teams, agency partners and complex marketing initiatives, with a track record of connecting creative strategy to measurable business results, optimizing marketing investment and building strong partnerships across organizations.



SEPT 2024 - CURRENT

YMCA OF SAN DIEGO COUNTY

Sr. Marketing Director of Operations

Lead integrated marketing strategy and operations across a large, multi-location consumer organization, partnering with executive leadership, branch leaders and cross-functional teams to drive membership growth, revenue, brand awareness and community engagement.

- Lead integrated marketing strategy across paid, owned and earned channels, including digital, social, email, paid media, television, radio, out-of-home, direct mail, content and experiential activations.
- Develop and execute consumer campaigns that translate organizational priorities into compelling brand stories, customer experiences and measurable acquisition initiatives.
- Direct creative development and production across advertising, video, photography, social content, web, print and other consumer-facing communications.
- Partner with media, creative and marketing agency partners to develop strategies, manage execution, evaluate performance and optimize investment.
- Lead marketing strategy across multiple geographic markets and locations, balancing enterprise brand consistency with localized consumer needs and market opportunities.
- Partner with executive and operational leadership to align marketing priorities with business objectives, revenue goals and customer/member needs.
- Oversee marketing budgets, vendor relationships and media investments, evaluating campaign performance and reallocating resources to improve efficiency and results.
- Build marketing capabilities across regional teams, developing processes, training and tools that improve speed to market, consistency and executional excellence.
- Lead cross-functional initiatives spanning brand, digital, creative, web, communications, operations and customer experience.
- Develop performance reporting and strategic recommendations to improve campaign effectiveness, customer acquisition and marketing ROI.



SEPT 2023 - SEPT 2024

BROKEN YOLK CAFE FRANCHISING, LLC

Senior Director of Marketing

Led integrated marketing for a 38-location franchised restaurant brand, partnering with franchisees, executive leadership and agency/vendor partners to strengthen brand presence, drive traffic and support growth across multiple markets.

- Developed and executed integrated brand and communications strategies spanning advertising, paid and organic social, public relations, influencer marketing, events, promotions, digital and local market activations.
- Led marketing strategy for 38 franchised restaurant locations, balancing consistent brand positioning with localized market needs and franchisee priorities.
- Partnered directly with franchisees and leadership to translate business objectives into actionable marketing programs that increased consumer engagement and supported restaurant growth.
- Directed creative development across campaigns, promotions, social content, photography, video and other consumer-facing assets.
- Managed agency and external partners, providing strategic direction, creative feedback, campaign oversight and performance expectations.
- Developed promotional strategies and integrated campaigns designed to increase

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- restaurant awareness, customer traffic and engagement.
- Leveraged consumer insights, market trends and campaign performance to optimize marketing strategies across markets.
- Built strong relationships across corporate and franchise operations, creating alignment between brand strategy and local execution.
- Oversaw marketing budgets and vendor relationships while evaluating channel performance and opportunities to improve marketing efficiency and impact.



MAY 2021 - SEPT 2023

THE DEWITT COMPANIES

Creative Marketing Director

Led brand, marketing and creative strategy across a diversified portfolio of six companies, developing integrated programs for both B2B and B2C audiences.

- Directed brand strategy, creative development and integrated marketing initiatives across six companies and multiple business lines.
- Led a multidisciplinary creative team spanning design, copywriting and content development, establishing strategic direction and maintaining brand consistency.
- Developed and launched brands, campaigns and customer-facing communications across digital, web, social, content, SEO and lead-generation channels.
- Partnered with executive leadership and business development teams to translate business objectives into marketing strategies, sales materials and executive communications.
- Managed external vendors and creative partners while overseeing project scope, timelines, quality and execution.
- Used digital performance data, SEO and campaign analytics to optimize customer acquisition and lead-generation efforts.
- Led creative development for RFPs, presentations, sales enablement and high-priority corporate initiatives.



FEB 2008 - MAY 2021

EUREST/COMPASS GROUP

Regional Marketing Leadership

Led strategic marketing and communications initiatives supporting large-scale foodservice operations and corporate client relationships, partnering with operations, sales, culinary and executive stakeholders to develop consumer-focused programs and strengthen client and brand relationships.

- Developed integrated marketing strategies supporting regional business objectives, customer engagement and revenue growth.
- Partnered with operations and executive leadership to translate business priorities into actionable marketing and communications programs.
- Led creative development, communications and promotional initiatives across digital, print, social and experiential channels.
- Managed internal stakeholders, creative resources and external partners to deliver high-quality marketing programs in fast-paced environments.
- Developed presentations, communications and sales materials supporting client relationships, business development and executive initiatives.
- Used customer insights, market knowledge and performance data to identify opportunities and improve marketing effectiveness.
- Built strong relationships across organizational levels while leading complex initiatives with competing priorities and deadlines.



Additional Experience

Enterprise Rent-A-Car — Management Training Program
Microsoft — Marketing and Communications
Amazon — Marketing for foodservice
American Airlines — On campus marketing foodservice
Intuit — Marketing / Communications
FedEx — Marketing / Communications