

Linda V. Lovallo
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Summary:

Innovative, enthusiastic, task-driven marketing professional with over three decades of marketing experience, specializing in leadership, communications, public relations, creativity, mediating and customer relations.

Professional Experience:

Director of Program Development II (Community Relations) April 2022 – present
Acting Director of Program Development II (Community Relations) Aug. 2020 – March 2022
Westchester County Department of Parks, Recreation and Conservation • Ardsley, NY

- Develop and oversee all informational and marketing materials and plans for all divisions comprising of Conservation, County Center, Golf, Parks, Playland, and Recreation including: four (4) websites, departmental intranet, digital and print materials for facilities, programs and projects designed to increase attendance and revenue
- Supervise creation and distribution of promotional materials for all parks, recreation and conservation programs including: print /digital signage, posters, palm cards, literature, brochures, website information, social media campaigns, e-blasts, contests and give-a-ways
- Administer plans for advertising and promotional campaigns in order to maximize utilization of departmental programs and facilities
- Develop marketing strategies to promote all department programs and facilities
- Oversee planning and implementation of sales/marketing programs and research projects in order to identify or target consumer/client trends for department programs
- Monitor service utilization on an on-going basis to identify and evaluate changes in market trends, recommending changes in service delivery (i.e. shift from print to digital advertisements/social media campaigns and e-blasts)
- Analyze effectiveness of advertising campaigns through web and social media analytics as well as customer surveys
- Conduct trial tests of proposed programs and services
- Oversee recruitment campaigns for Playland Seasonal Employees and Parks Lifeguards including creating ADA compliant employee applications, posters/flyers, banners, digital storyboards, press releases, calendar listings, e-blasts, video spots for social media and web to entice young adults.
- Administer communications including press/news releases and media advisories; update and monitor information on four (4) websites and departmental intranet, electronic media/e-blasts/e-newsletters and social networks; provide press releases and photos to media; coordinate press events, programs and promotions with County Executive's Office of Communications.
- Supervise creation and efficiency of "mobile" audio/visual studio to enable live streaming/video of press events
- Supervise public and media information activities (public information/constituent services) including: responses to inquiries, complaints or requests for information, FOIL request and conducts follow-up to ensure their satisfactory resolution

- Keep departmental executive management and other public officials aware of community attitudes, perceptions and trends and presents response strategies for approval through the First Deputy Commissioner and the County Executive's Communications Director.
- Gather and analyze information regarding major public issues, community perceptions and current trends affecting County plans and on-going operations, and develop effective response strategies
- Prepare contracts and/or budget proposals in support of sales/marketing objectives

Program Administrator (Sales and Marketing)

2017-2021

Westchester County Department of Parks, Recreation and Conservation

- Develop and implement an enhanced marketing plan of discounting programs and pre-sales of season passes to increase attendance and maximize revenues for Playland Amusement Park. Work alongside sponsors to bring new audiences to the park.
- Work with marketing firm for local and regional purchase and distribution of print, television, cable, radio and digital advertisements.
- Design and create traditional print and digital billboard space; banner ads in online publications, mobile and tablet ads; print advertisements in various publications including direct mail, newspapers, and family magazines with coupon discounts.
- Develop, produce and distribute brochures for group sales, birthday parties and catered outings.
- Design Bee-Line bus advertising on exterior and interior of vehicles and bus shelters.
- Advertise cooperatively with Pepsi on truck backs.
- Design and create: digital ads on electronic billboards at Playland and Westchester County Center; GPS ads on golf carts on county courses. Deployment of social media campaign and e-blasts throughout the season.
- Oversee creation of new television advertising on local and cable networks.
- Plan and implement radio advertising to supplement print campaigns and schedule throughout the season with various promotions and entertainment featured.
- Marketing strategies to drive weeknight business include special discount nights (no coupon required) and special event nights, such as concerts and fireworks shows.
- Aggressive sales of catered outings to groups through targeted mailings and follow-up.

Booking Manager

2004 - 2016

Westchester County Department of Parks, Recreation and Conservation

- Solicit, negotiate, book, promote and manage entertainment for PRC; particularly the Westchester County Center (Little Theater Concert Series, Sock Hop)
- Select entertainment and artists for targeted audience
- Prepare contracts, bids, offers and budget proposals for entertainment, sales and marketing
- Coordinate and develop promotional materials (surveys, contests, postcards, flyers, mailings) and radio and newspaper advertisements
- Create and purchase radio, newspaper and billboard advertising
- Manage budgets for entertainment at the Westchester County Center
- Meet with various agencies and businesses to solicit sponsors and money
- Coordinate with sound engineers, food concessionaires, County Police to accommodate artists' contract and rider requirements
- Contact and meet with entertainment agencies, show and concert promoters to sell time, space and services at the County Center
- Maintain, select and purchase mailing lists for sales, postcards, brochures and discount certificates

- Manage customer relations issues department wide; every customer inquiry, complaint or compliment is met with a response
- Create and maintain department-wide customer relations database to track progress and trends of comments and complaints by park and/or facility
- Train support staff to utilize customer relations database
- Develop, conduct and calculate customer satisfaction surveys both in person and via phone
- Establish, introduce and distribute "Customer Service Oath" – ten points/guidelines for excellent customer service
- Supervise, instruct and direct usher staff for County Center events i.e. Little Theater Concerts
- Develop and implement formal Marketing Plan for the County Center designed to increase attendance and revenue
- Create and market advertising opportunities and programs at the County Center including print, banner and electronic message options.
- Contact business, agencies, groups etc. to sell advertising opportunities, space and services at the County Center
- Produce, design and purchase radio, print and movie theater "slide" advertisements
- Analyze effectiveness of print advertising campaigns through coupon redemption in mass mailings, newspapers and magazines
- Create County Center literature, brochures, contests, giveaways and direct mail advertising
- Coordinate redesign of County Center website; including new web domain name, customer friendly layout and information
- Create, purchase and distribute promotional materials
- Manage renovation of County Center lobby to compliment sales and marketing program; including installation of Parks Corner and plasma screens to display daily schedules, events and Parks information

Program Specialist

2002 - 2004

Westchester County Department of Parks, Recreation and Conservation

- Venue Entertainment – Solicit, negotiate, book, promote and manage entertainment for the following: The Little Theater Concert Series, Summit on the Hudson Music Festival at Croton Point Park, Playland Park
- Responsible for preparation of artists' contracts, bids, offers and budget proposals for The Little Theater Concert Series
- Coordinate and develop promotional materials (surveys, post cards, flyers) and radio and newspaper advertisements
- Purchase radio, newspaper and billboard advertising for The Little Theater
- Manage budgets for entertainment at The Little Theater
- Meet with various agencies and businesses to solicit sponsors and money
- Coordinate with sound engineers and food concessionaires to accommodate artists' contract and rider requirements
- Meet directly with entertainment agencies, show and concert promoters to sell time, space and services at the County Center
- Participate in and contribute to team building exercises designed to enhance staff performance, increase productivity, improve customer service and achieve top- and bottom-line organization success.
- Arrange appointments and maintain schedule
- Screen inquiries from the public, employees and public officials

- Schedule meetings and make travel arrangements
- Manage mail and correspondence
- Coordinate electronic management process of capital budget items

**Confidential Secretary to the Deputy County Executive
Westchester County Executive's Office, White Plains, NY**

1998 - 2001

- Take and transcribe important and confidential dictation
- Schedule appointments and maintain calendar
- Arrange meetings and make travel arrangements
- Handle mail and correspondence
- Monitor inquiries from employees, public officials, etc.
- Verification and annotation of receipts
- Maintenance of files

Legal Secretary

1996 - 1997

Hashmall, Sheer, Bank & Geist, White Plains, NY

- Heavy telephone contact with clients
- Prepare and type various legal documents
- Notarize legal documents
- Prepare monthly client invoices
- Schedule appointments

Marketing Assistant

1992 - 1996

SAFE, Inc., Stamford, CT

- Assist in management and maintenance of commercial and retail accounts
- Maintain excellent customer relations through customer service and sales
- Heavy telephone contact with customer base
- Cross-trained in data entry for inventory management system and accounts receivables
- Filing, typing and faxing

Account Manager

1987 - 1989

SAFE, Inc., Stamford, CT

- Management of over 500 retail accounts and 250 commercial accounts
- Forecast renewal business
- Determine feasibility of new services through marketing research
- Sustain outstanding customer relations through customer service and sales
- Interact with clients and all levels of management
- Interview, hire, and supervise customer service assistants

Marketing Support Administrator

1984 - 1986

The Vault, Greenwich, CT

- Increase retail sales through use of point-of-purchase displays and salesmanship
- Develop and implement retail sales commission program
- Management and maintenance of retail accounts
- Prepare and execute contracts for new and renewal retail business
- Prepare quotations for potential new commercial business
- Develop and design customer service/operations manual

Education:

Pace University, NY

June 1984

Major: Marketing **Degree:** BBA