

The Team

Tracy Sinclair (Overall Brand & Marketing Leader)	Lyssa Goldberg (Customer Retention Owner)	Amanda Boshell (Membership/ Loyalty)	Mckenna Kent (Customer Acquisition Owner)	Tara Morgan (Email Program owner)	Ashley Ferro Field Mkt Mgr. (Store Merch & Field Marketing)	Sophia Baker (Marketing coordination)
Brand vision: Look & Feel, brand voice	Marketing Campaign Calendar Strategy & creative Owner	Program Strategy	Paid Advertising & Creative	Email Segmentation	Events	Community mgmt. assistance
Marketing Strategy, Creative & Execution leadership	Still Photography Content/ How to cook videos	Program Execution	Influencers/ Brand Ambassadors partnerships	Email Flows	Store merchandising execution (campaigns, store signage + new store setup)	Photoshoot shipments
Global projects & leadership	Evergreen content	WFU member engagement (social group, etc)	PR	Email calendar (build, coordinate, and deploy all email)	Field marketing (regional execution of marketing tactics)	Event coordination
Store exteriors design & execution	Email/Social Copy		SEO	SAP CDC	Creative development for grassroots marketing	Influencer research & shipments
	Social Content		Packaging			Product questions on wildforkfoods.com