

# AMY KUSHNER



amy@atozorganicmarketing.com



858 309 2625



San Diego, CA



## Objective:

**To work with the Team at KlientBoost, poised to make a difference**

## Profile

Over a decade in the CPG Food world as a Sr. Level/ Director/VP in Marketing and Sales, and have been involved at all levels, from finding a customer to creating a voice. My focus has been on brands that are looking to become a name. Along the way, I have been involved with a myriad of influential CPG Decision Makers, Brokers, influencers, brands, bloggers, PR agencies, and CEO's of some of the most up and coming brands. Have kept a lower profile while building someone else's. I'm a great connector and always seem to know where to find "Someone in the Know". Proficient in all phases of scaling a CPG Food brand.

## Professional Experience

### Director of Marketing and Sales

Starlite Cuisine

Jan 2016 - Present

### AtoZOrganicMarketing.com

Consultant/ Freelancer

NOV 2014 - Present

### Arctic Zero

Director of Sales and Marketing

June 2013 - Nov 2014

### Rice Select

Director of Sales

Jan 2009 - Sep 2011

### Nutraceuticals

Corporate Sales Representative

Oct 2006 - Dec 2008

## Education

- Drove sales to #1 Sales Spot at Sprouts in their segment for 26/52 weeks in 2020
- Managed and implemented the strategy of marketing tactics, design, and PR for the US
- Grew total sales 10x in 5 years (\$375K in 2015 to \$3.7M in 2020)
- Work directly with Influencers/digital team on a strategy to drive sales and awareness
- Created the current Starlite Cuisine website JAN 2020 (WordPress and Elementor)
- Sold Private label projects into Sprouts and KeHE distribution
- Increased Sales 40% in an 11 month period with Buddha Teas - KeHE distribution
- Clients that include IDEAA (MEX) KIWA (Ecuador) looking for US guidance
- Broker, Retail, Promotional Trade Spend Management
- Created a promotional program a social media strategy, created digital and print collateral
- Called on major decision-makers to build relationships
- Spearheaded creative visual merchandising projects for Whole Foods Market Global
- Was part of the Inside team involved in a rebranding project valued at \$250,000.
- Was told daily for 1.5 years the company would never make a vegan product; fast forward six years, they are a 100% Vegan brand; always a story!
- Drove sales to a 20 % YOY while there
- Led a sales team of 20 plus broker reps
- Was able to sell the most expensive brown rice literally because I was Plant-Based, it was an opening pitch to all major Sr. Buyers on health and feeling best while promoting made in the USA
- San Diego State University
- e-Cornell Plant Based Certified
- Certified in Social Media- Hubspot
- Certified Childbirth Educator
- Sponsorship Marketing, UCSD Extension
- NASM Personal Trainer- fit is a lifestyle

## Expertise

Strategic Planning  
Leadership and Motivation  
Consulting  
Budget Control  
Visual Merchandising  
Account Management  
Brand Development  
Market Research

## Skills

Adobe Savvy, but CANVA is it  
Handy with an iPhone camera (Pro 11)  
MAC and PC  
MS Office and G Suite proficient  
Communication  
Blogging  
Visual Presentations  
Public Speaking

## Affiliations

**PlantDiego, a non-profit focused on creating resources for a Vegan plant-based lifestyle**  
Member  
2018 - Present  
**Naturally San Diego**  
2020 - present  
**Vegan Woman Leadership Network**  
2020 - present