

PROFILE

Goal focused, creative Food Service Marketing Director professional with 25 years of progressive success in diverse, exacting environments. Able to strategically plan best solutions based upon operational requirements to lower costs, improve bottom line profitability, while ensuring high customer satisfaction, and loyalty. A positive, optimistic, well-organized self-starter who excels under pressure and meets deadlines. An effective mentor who reduces employer costs by teaching and implementing time management. Designs and coordinates digital, web/print/mobile based projects from inception through completion. Published writer, editor, and commercial photographer.

PETER FOIS MARKETING & DESIGNER

EDUCATION

JANUARY 1991 - SEPTEMBER 1993
A.A.S. RESTAURANT MANAGEMENT
Nassau Community College, Garden City, NY

JANUARY 1989 - AUGUST 1991
A.A.S. CULINARY ARTS
Culinary Institute of America, Hyde Park, NY

SOFTWARE



CONTACT & PORTFOLIO

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WORK EXPERIENCE

SEPTEMBER 2011 - CURRENT

MARKETING & COMMUNICATION DIRECTOR

NYC Department of Education - SchoolFood, Long Island City, NY

Leads creative team and corporate communication for the organization. Conceptualize, orchestrate & direct marketing campaigns to effectively reinforce and build our brand image for 1500+ locations citywide. Manage marketing efforts for new product launches. Achieves targeted corporation endorsements and partnerships while using brand integration within local community groups to build awareness. Research and analyze market trends to develop strategies and concepts to cater to clients tastes. Creates visual learning guides to assist employees' development and growth while achieving the organizations directional goals. Pro-actively manage organize/conduct video & photography shoots, and oversee the company's website management efforts.

ACHIEVEMENTS

- Currently on-target to reduce the 2018 Marketing & Communication budget from 1.25 million to \$900,000 by using creative diversity, purchase volume, sponsorship and deft management
- Secured 100% funding for "Subway Station of Domination" for summer 2015-17 ad campaign under the Barclays Center & assisted with creative concepts
- Food stylist and photographer for over 215 menu items and counting
- Redesigned and hand HTML5/CSS coded new website in 10/2013
- Food photography appeared on Bonappetite.com in 10/2013

SEPTEMBER 2008 - NOVEMBER 2014

MEDIA MARKETING MANAGER

iTUSA Tennis Academy, Scottsdale, AZ

Devised, implemented, managed traditional/email marketing efforts and social media concepts as a means to develop leads, increase brand awareness and generated revenue using common techniques with creative "outside the box" thinking that created interest and a steady return on investment (ROI) via subscription.

NOTE: Worked remotely starting in 2010 to explain the overlapping dates

ACHIEVEMENTS

- Used social media platforms to increase followers by 23% and increased sales by 11% over a 14 day period during the French Open in 2013

DECEMBER 2009 - SEPTEMBER 2011

CREATIVE DIRECTOR

Queens Ledger Newspaper, Maspeth, NY

Led graphic design and editing teams for eight weekly newspaper publications. Conceptualized and implemented innovative cross promotional inter-active online, mobile, digital and print media solutions. Directed email campaigns to target audiences to enhance client's brand awareness and increased corporate sales by \$450,000 in 2010.

JULY 2007 - JULY 2008

LEAD DIGITAL DESIGNER

Recovery Innovations, Phoenix, AZ

Lead marketing strategist responsible for coordinating, producing and distributing a variety of digital media formats including print, web, and e-learning platforms used to increased internal and external business performance and communication for 12 locations across the United States.

SEPTEMBER 2001 - JULY 2005

ASSISTANT MARKETING DIRECTOR

NYC Department of Education - SchoolFood, Long Island City, NY

Pro-actively and effectively managed significant marketing functions for this NYC based organization with 1,400+ accounts across New York City. Duties included staff hiring and training, brand management, process development/improvement, campaign development and execution, and served additionally as a hands-on Art Director and Web Designer. Saved the company over \$100,000 annually by rescheduling promotional logistic structure.