

# PORTFOLIO

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PETER FOIS



MARKETING  
MOBILE APP  
BRANDING  
WEB DESIGN  
MAGAZINE  
AD CREATION  
PHOTOGRAPHY  
FOOD STYLIST  
SOCIAL MEDIA



## 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

216-05 28th Road, Bayside, NY 11360  
917.538.7961  
peterfois@gmail.com  
[Portfolio Link: pfois.nyc](#)

## 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.

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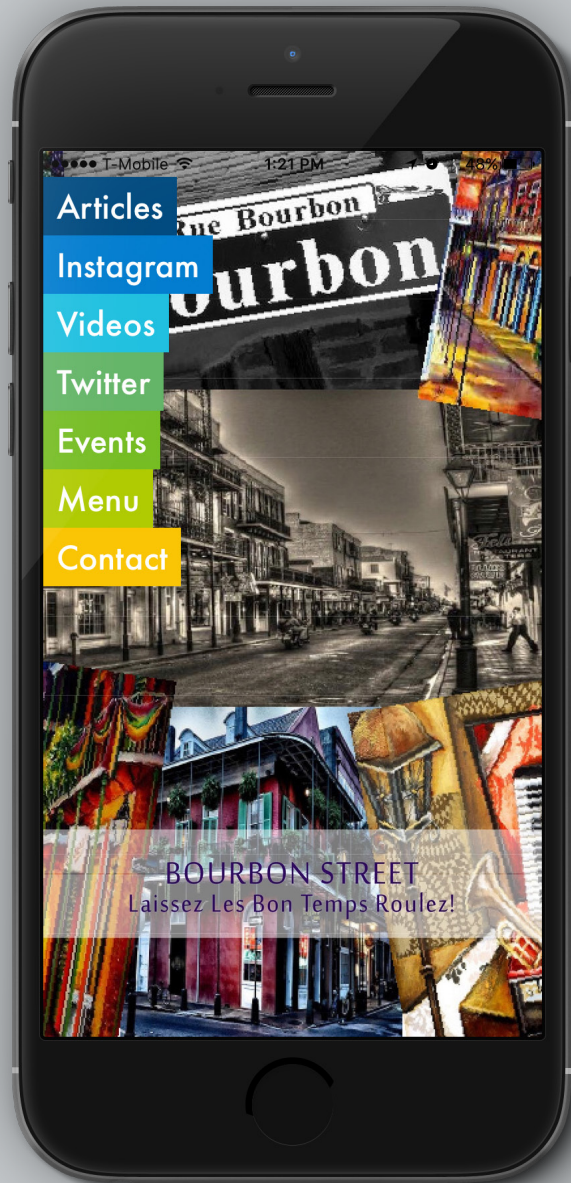
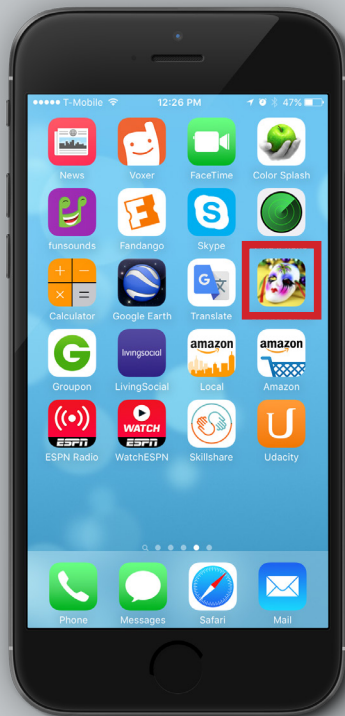
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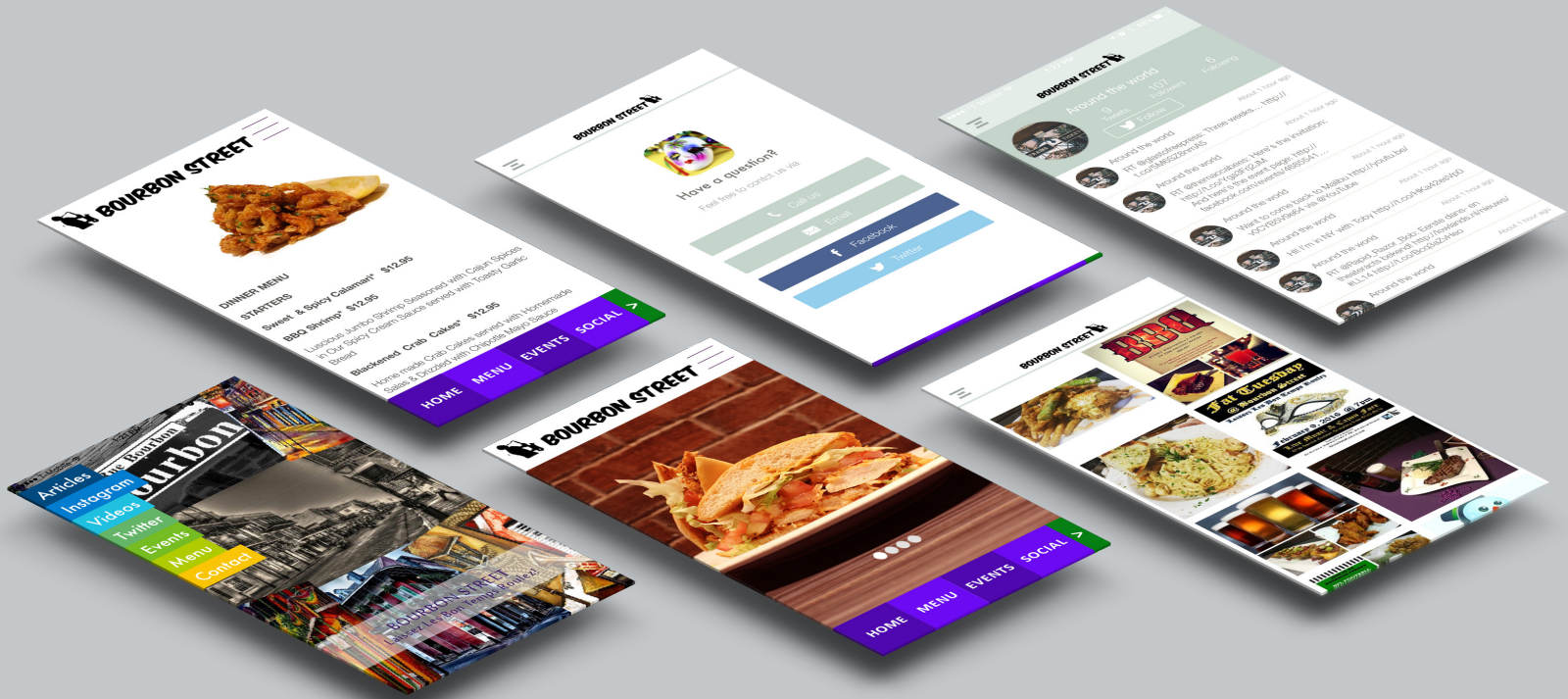
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# MOBILE App



**LAISSEZ LES BON TEMPS ROULEZ!**  
LET THE GOOD TIMES ROLL!





## BOURBON STREET MOBILE APP

**CLIENT: Bourbon Street Restaurant**

Developing a mobile app for this restaurant so it can be an ALL-IN-ONE destination for their customers. Their patrons will get the latest events, specials, menus and social feeds through the app. Set to launch this spring when their rooftop reopens this app will keep everyone up to date on what's going on at Bourbon Street!

## BRANDING Projects



### SCHOOLFOOD PROMOTIONAL BRANDING

**CLIENT :**  
**NYCDOE**  
**SchoolFood**

Branding is always important to companies, it's a way to get your name out to the public so they remember you. Whether a logo, business cards, pens, mouse pads or a thermos it's good to be recognized. Here are a few samples of projects I put together.

# PRESS 195's BUSINESS CARD



# PRESS 195's GIFT CARD

# PRESS 195's NEW LOGO DESIGN

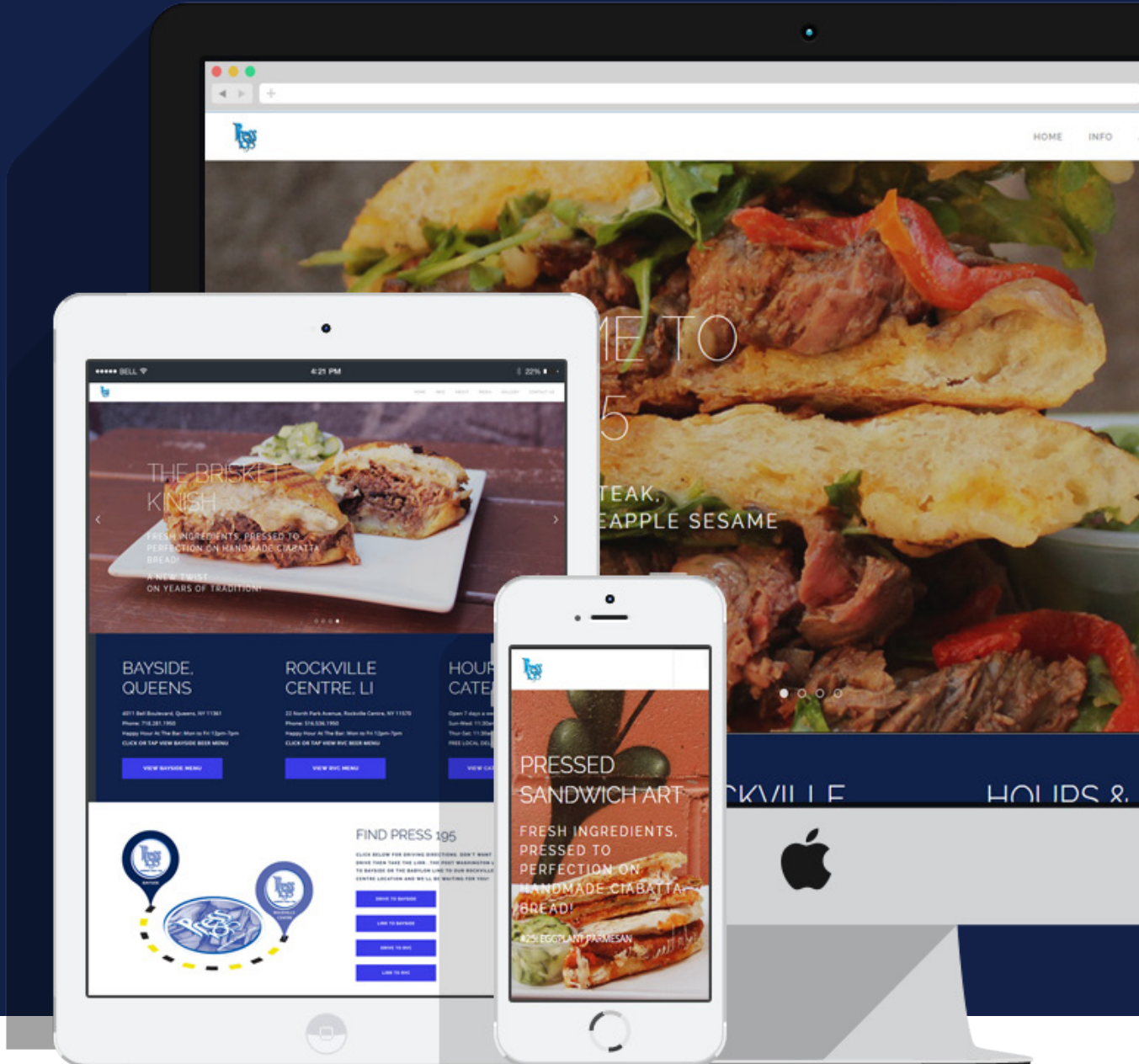




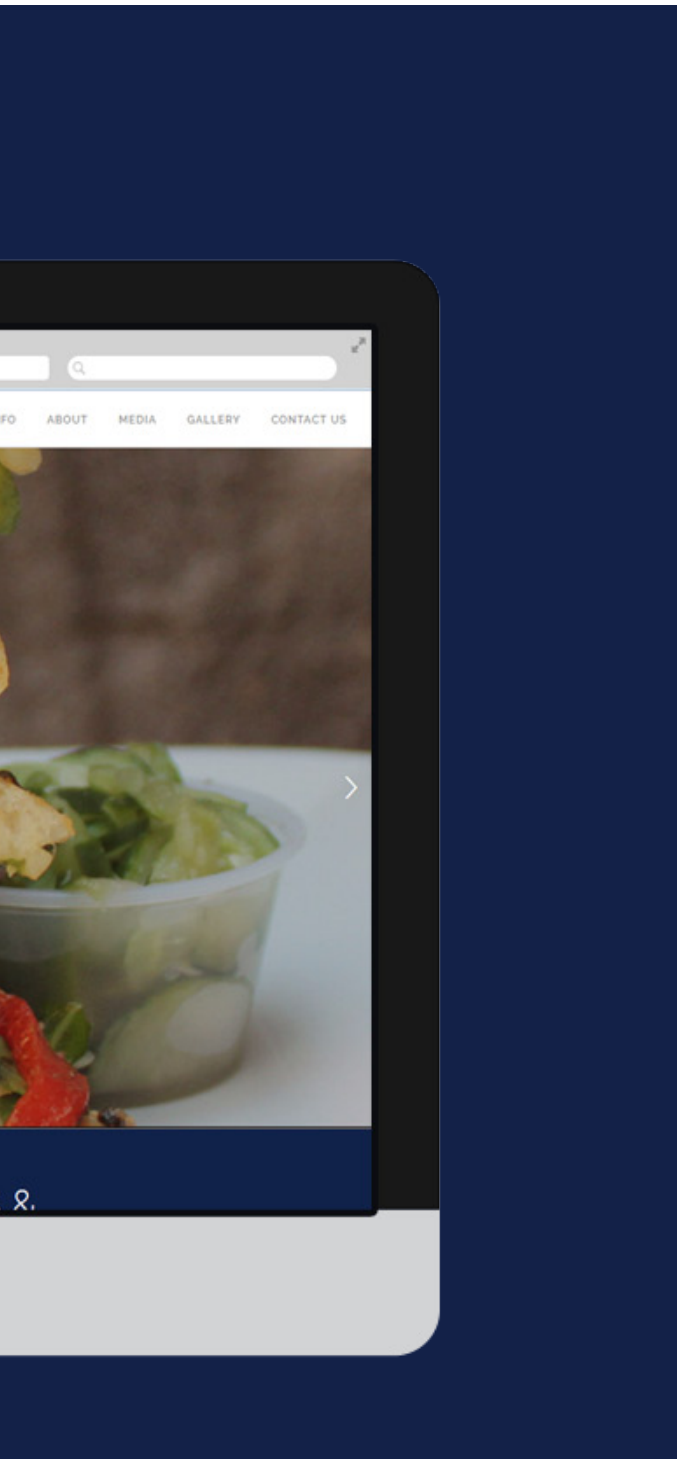
# WEB DESIGN

## THE PRESS 195 EXPERIENCE

The New Website That Travels Across All Platforms!







## PRESS 195'S NEW WEBSITE

**CLIENT:**  
**Press 195**

A complete overhaul of the restaurant's website that will convert to desktop, tablet and mobile platforms while keeping the overall design elements in place. Also handled all photography shoots and rewriting of the site content.

# MAGAZINE

## Concepts & Ad Designs



VOLUME 1 ISSUE 2 / FALL 2004

LUXURY  
ES

NEW TO LUXURY MARKETING

EXCLUSIVELY  
**atlas**



**successi**



**curb appeal**



**boutique**



**spa**

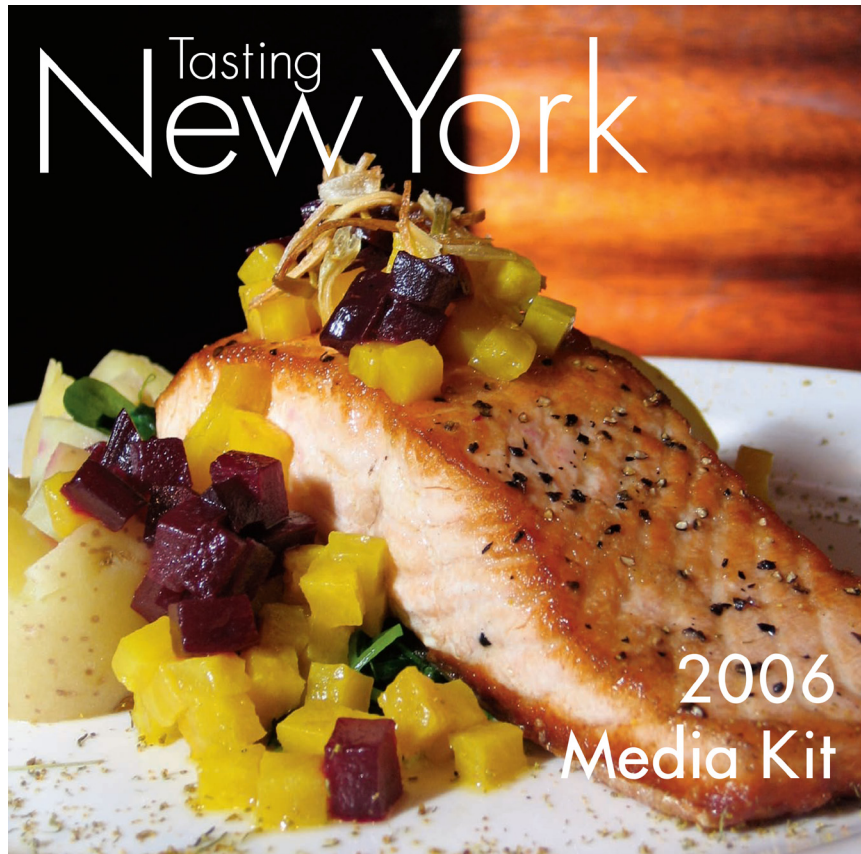
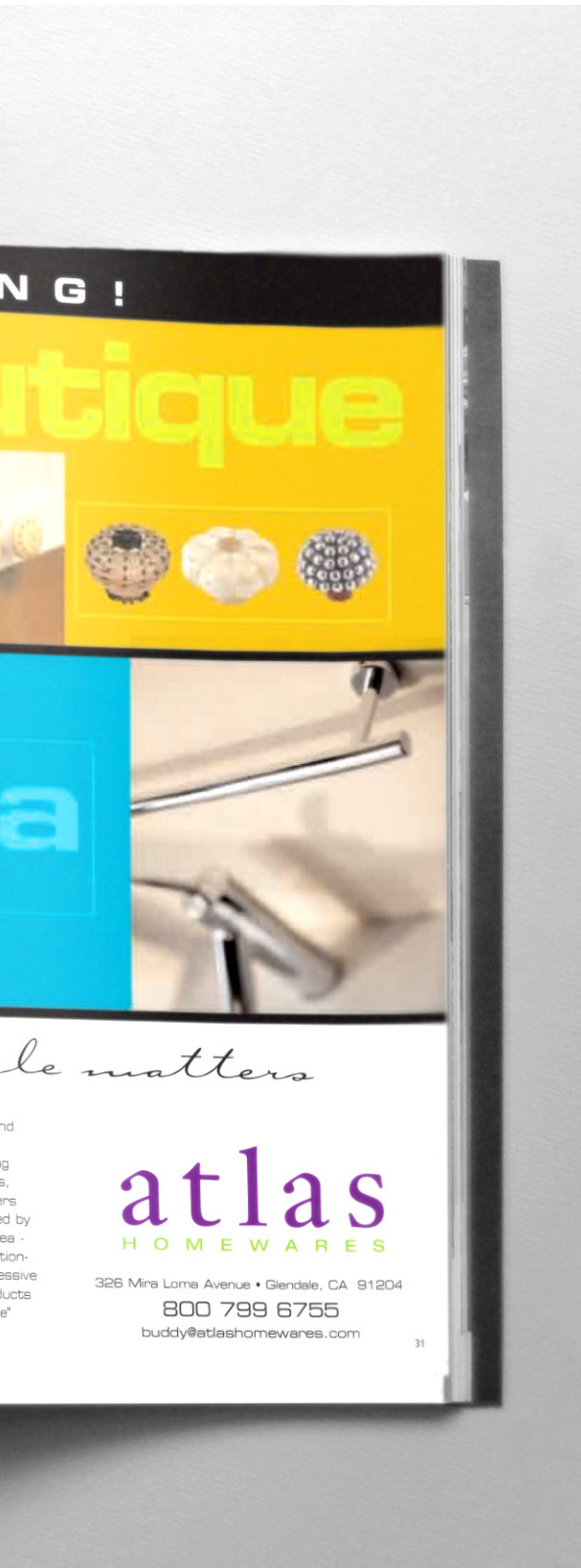


*...because style*



Atlas Homewares designs and markets a stylish line of decorative hardware including knobs, pulls, bath ensembles, house numbers, doorknockers and doorbell buttons. Headed by style director Adrienne Morea - the company has earned nationwide attention for its progressive design style. The Atlas products are the new "object of desire" for the home.





## LUXURY ESSENTIALS MAGAZINE

**CLIENT:**  
**Luxury Essentials**

Hired by the company to develop a concept that would combine over 40 clients they represented at trade shows into one unique format that would eliminate carrying so many different brochures. Luxury Essentials Magazine incorporated everything into a 120 publication that showcased the clients' ads and the employee's knowledge on them. Doing this showed information awareness that customers were looking for while also creating brand cognizance. Sales the first year rose 12% because customers realized they could get everything they were looking for from one provider.

# PHOTOGRAPHY & Food Stylist



## FOOD PHOTOGRAPHY

**CLIENT:**  
**Various Works**

Assist Chefs, style food and photograph for restaurant clients in order to produce an elegant look to their masterpiece dishes.







# ILLUSTRATION Project



## VECTOR GIFT CARDS/TAGS

CLIENT: PETER FOIS

Took an online Adobe Illustrator class from Envato Tuts+ in October 2015 as a means of self improvement & upgrade my design skills by making Christmas gift cards for the 2015 season. Above is the result of the project.



...JUST THOUGHTS  
 ...IN PRODUCTION  
 ...ALREADY HAPPENING

# CONCEPTS

An abstraction or generalization from experience or the result of a transformation of existing ideas.

**MARKETING IS NOT JUST EXTERNAL TO THE PUBLIC BUT IT ALSO SHOULD BE USED INTERNAL FOR YOUR EMPLOYEES AS WELL!**

## INTERNAL CONCEPTS

### DISTRICT RECIPES

Recipes created by each district using the surrounding demographic area as a starting point. 32 districts would equal to 32 new recipes that would be incorporated into the menu over the course of the school year or could be your six week cycle.

### ONE DAY PERFECTION

Create a simple menu day that lays out all the steps from cooking to display. Keeping it simple would build confidence in the staff seeing that it's easier than you think and helps achieve a more consistent look citywide.

### 5 INGREDIENT RECIPES

Simple recipes using only five (5) ingredients and completed in 5 steps or less. This will aid the cooks in producing the recipes without the feeling of being overwhelmed for those who have less cooking experience.

## EXTERNAL CONCEPTS

### STUDENT CHEF RECIPES

Using NYC schools that have an emphasis on cooking programs and give them the opportunity to create recipes and then use them on the menu. Market it as recipes made by students for the students.

### COUNTRY BIRTHDAYS

Every country has a birthday and since NYC is called the "Melting Pot" bring their styles of cuisine on the menu for that day. This would create a more natural International theme menu while giving an educational lesson as well.

### NYC CHEF RECIPES

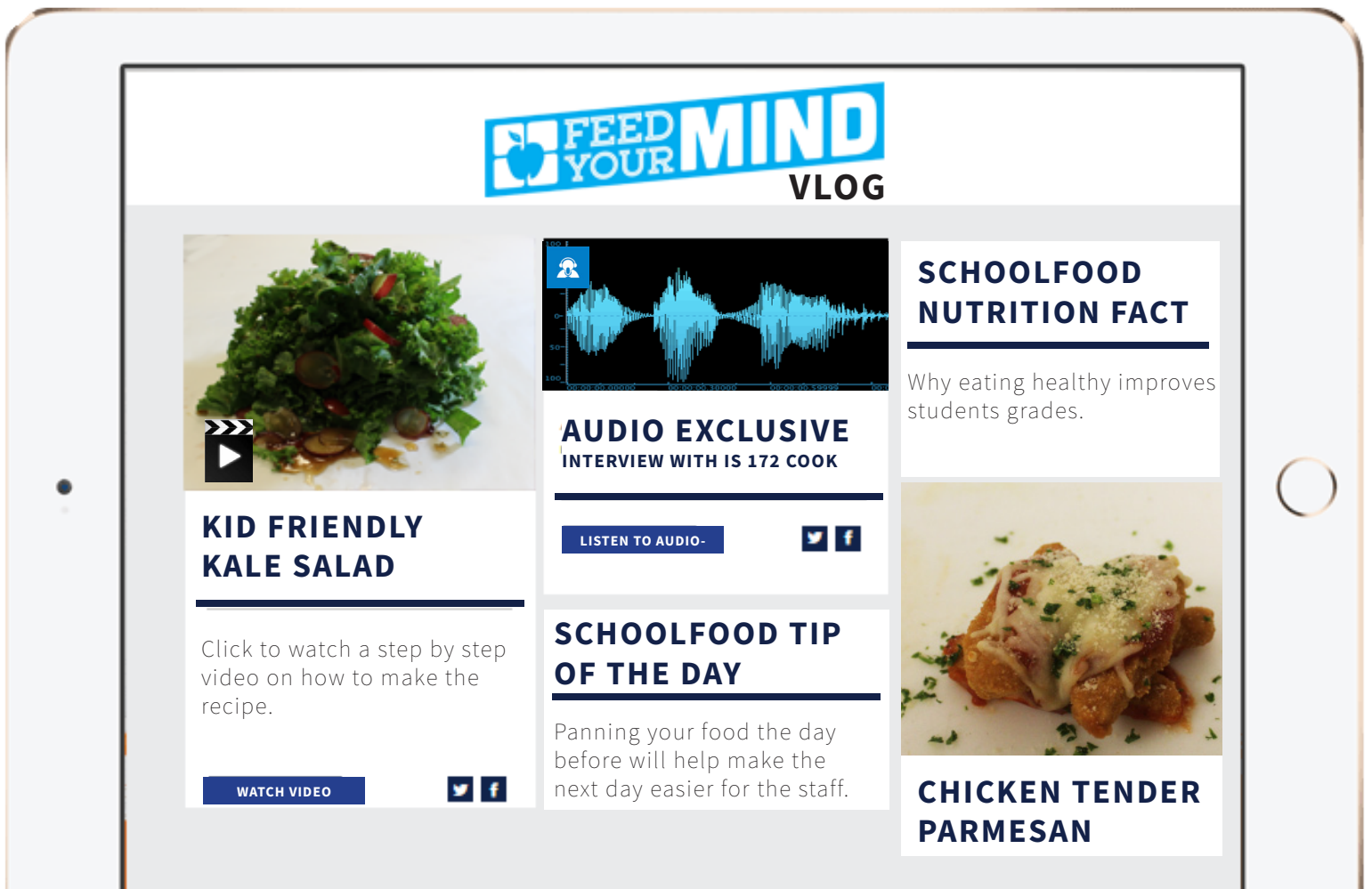
Take advantage of NYC's celebrity chefs and incorporate them into our menus to help build image and brand awareness. They can be done in the Test Kitchen for the students to try, if successful we then can video it so the cooks can learn how to do the recipe. The recipes would also be shown how to create the dish the SchoolFood way.

# E-LEARNING

## Vlog & Lookbook

A COMPLETE ONLINE LEARNING PLATFORM FOR MANAGERS, COOKS AND SCHOOLFOOD EMPLOYEES SO WE CAN IMPROVE OUR OVERALL SERVICE!

- Recipe Videos
- Cooking Tips
- Cook Interviews
- Manager Tips
- SchoolFood Facts
- Audio Interviews
- Department Overviews
- Nutrition





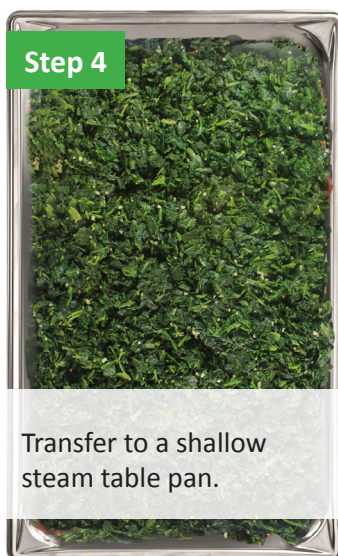
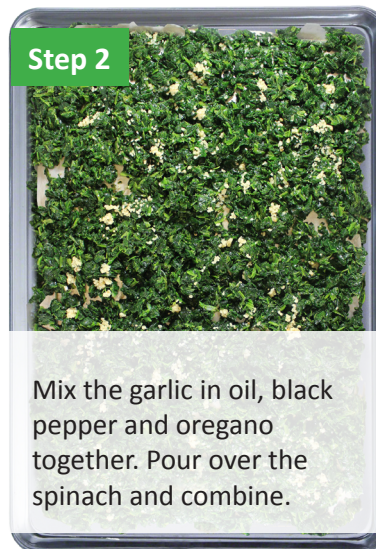


**SchoolFood**  
Feed your mind



# VDG-003 Super Hero Spinach

Component: K-8 1/2c VDG | HS 1c VDG



## PORTION SIZE

K-8: 4oz spoodle

HS: 8oz spoodle or two 4oz spoodles



## CHEF NOTES



Oven Temperature 375°F



Batch cook vegetables close to the beginning of each serving period to prevent overcooking.

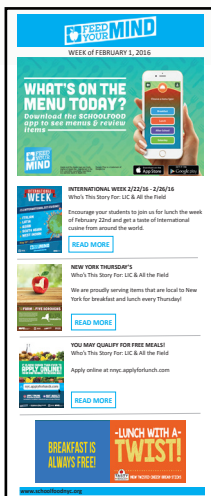
# WEB & SOCIAL Engagement



## COMMUNICATION IS KEY!

CLIENT: NYCDOE SchoolFood

Built an internal weekly email blast that would consolidate all department notifications into one to reduce the amount of daily emails sent out to the field.





THANK YOU FOR YOUR TIME!

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[www.mixmatchmedia.com/pfprint/home.htm](http://www.mixmatchmedia.com/pfprint/home.htm)