**Lyndsay Hoban Loomer**

*Curriculum Vitae – May 2023*

B329 Amos Hall, S. Lumpkin Street, Athens, Georgia 30602

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**EDUCATION**

PhD 2025 (Expected), Marketing, Terry College of Business, University of Georgia

MBA 2015, Marketing, Kelley School of Business, Indiana University

ABJ 2008, Magazines, Grady College of Journalism & Mass Communication, University of Georgia

**RESEARCH INTERESTS**

Packaging, Retailing, Sustainability

**MANUSCRIPTS UNDER REVIEW**

Loomer, Lyndsay and Sarah C. Whitley, “Feeling Sustainable: The Effect of Product Density on Consumer Recycling Behavior,” *under review at the Journal of Consumer Research.*

**RESEARCH IN PROGRESS**

Whitley, Sarah C., Julio Sevilla, and Lyndsay Loomer, “What You See Is What You Get: The Effect of Product Expectations on the Effectiveness of Transparent Packaging,” *in preparation for journal submission (JMR) with target date of July 2023.*

Loomer, Lyndsay, Sarah C. Whitley, and Julio Sevilla, “Impact of Supply Chain Transparency on Retail Food Waste,” *data collection in progress*.

Loomer, Lyndsay, Sarah C. Whitley, and Julio Sevilla, “Role of Product Hacks on Purchase and Consumption,” *data collection in progress.*

**CONFERENCE PRESENTATIONS (\*presenter)**

Loomer, Lyndsay\* and Sarah C. Whitley (2023), “Feeling Sustainable: The Effect of Product Density on Consumer Recycling Behavior,” *Southeast Marketing Symposium*, Knoxville, Tennessee.

Loomer, Lyndsay and Sarah C. Whitley\* (2023), “Feeling Sustainable: The Effect of Product Density on Consumer Recycling Behavior,” *Society for Consumer Psychology*, Puerto Rico.

Whitley, Sarah C., Julio Sevilla, and Lyndsay Loomer\* (2022), “The Effect of Product Expectations on the Effectiveness of Transparent Packaging,” *Society for Consumer Psychology*, Nashville (Virtual).

Loomer, Lyndsay\* and Sarah C. Whitley (2021), “When Eco-Friendly Intentions Get Trashed: Effect of Packaging Material Density on Consumer Recycling Behavior,” *Association for Consumer Research*, Seattle (Virtual).

**TEACHING EXPERIENCE**

Instructor, Terry College of Business, University of Georgia

*International Marketing* (MARK 4700)

Spring 2023 (31 students), ***Student Rating: 4.9/5.0***

Spring 2023 (30 students), ***Student Rating: 4.9/5.0***

Please click [here](https://www.dropbox.com/s/e53xwfnhxaam6g4/Lyndsay%20Loomer%20Teaching%20Evaluations%205-22-23.docx?dl=0) for details of teaching evaluations.

Teaching Assistant, Terry College of Business, University of Georgia

*Consumer Buyer Behavior* (MARK 4100)

Fall 2021 (125 students), Instructor: Sarah C. Whitley

Graduate Assistant, Kelley School of Business, Indiana University

*Kelley Compass 1: The Individual* (BUS-T175)

Spring 2015 (100 students), Instructor: Jessica Sremanak

Fall 2014 (100 students), Instructor: Jessica Sremanak

Spring 2014 (100 students), Instructor: Jessica Sremanak

**HONORS & AWARDS**

Thank-a-Teacher Program (student-led recognition of teaching impact), University of Georgia, Spring 2023

Consumer Marketing Academy Faculty Selection, Kelley School of Business, 2013-2015

Forte Foundation Fellowship, Kelley School of Business, 2013-2015

Toyota MBA Fellowship, Kelley School of Business, 2013-2014

First-Year Core Case Competition Winner, Kelley School of Business, 2013

Alpha Omicron Pi Sorority Ruby Scholar (4.0 GPA), 2004

**PROFESSIONAL MEMBERSHIPS**

American Marketing Association (AMA)

Association of Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Association of National Advertisers (ANA)

American Beverage Association (ABA)

**INDUSTRY EXPERIENCE**

Keurig Dr Pepper, Plano, TX

Brand Manager CORE Hydration, March 2019 – March 2020

* Managed integration of marketing functions of newly acquired trademark into broader organization, aligning consumer-centric brand objectives with commercial strategy
* Led brand planning and strategy, inclusive of media and content planning, retail program development, line extension development, and annual investment recommendations
* Partnered with sales organization to develop price, pack, and promotion architecture, distribution and display benchmarks, national account priorities, and annual operating plan
* Led development of short- and long-term innovation pipeline, collaborating with cross-functional partners across R&D, supply chain, packaging engineering, and sales

Marketing Strategy Manager, July 2017 – March 2019

* Implemented consumer-centric strategy work for total corporate portfolio, assisting in application of revised category and brand strategies across marketing and sales organizations
* Managed monthly marketing strategy and business performance updates for Chief Marketing Officer and executive leadership team
* Facilitated annual strategic planning process for marketing department, leading development of planning timelines and communications templates, including opportunity sizing model
* Assisted Chief Commercial Officer and Chief Marketing Officer on organization-wide special projects and initiatives, including annual sales meetings and marketing trainings

Associate Brand Manager, Dr Pepper, February 2016 – July 2017

* Led delivery of Dr Pepper trademark programs, inclusive of strategic planning, cross-functional and commercial coordination, budget management, and post-analysis
* Spearheaded first-of-its-kind Dr Pepper consumer advocacy program with internal stakeholders and agency partners, developing strategic framework, objectives, and metrics
* Managed $100MM+ annual trademark marketing budget, reporting monthly and quarterly updates to marketing and finance leadership, accountable for year-end accrual and reconciliation process

Associate Brand Manager, Warehouse Direct, July 2015 – February 2016

* Managed portfolio of 13 warehouse direct brands including Hawaiian Punch, Mr & Mrs T mixers, and Yoo-hoo, delivering volume and profit targets for all brand initiatives
* Led coordination of cross-functional team and external partners in development of selling and marketing  materials for new product launches and product reformulations across portfolio

Perich Advertising + Design, Ann Arbor, MI, Account Executive, September 2010 – April 2013

* Launched agency social media practice, implementing digital and social media strategies to drive brand  awareness and engagement for client roster
* Led cross-functional teams on multi-agency client projects, campaigns and events, meeting budget and timeline restrictions

MS&L Digital, Ann Arbor, MI, Assistant Account Executive, August 2008 – September 2010

* Developed and executed social media outreach initiatives for roster of clients, fostering brand loyalty among key online influencers and accelerating word-of-mouth brand awareness
* Created and published content for client social media channels, increasing engagement across multiple platforms and optimizing offline brand campaign extensions

Georgia Museum of Art, Athens, GA Public Relations Assistant, August 2007 – August 2008

* Authored press releases and designed promotional materials for exhibitions, promoting attendance
* Collaborated with museum staff to develop branding for two-year “GMOA On The Move” campaign, increasing awareness of new museum location during renovation period

**UNIVERSITY SERVICE**

Hoosier Host Chair, Kelley School of Business, Indiana University (2014 – 2015)

Undergraduate-MBA Mentorship Program Lead, Women in Business, Kelley School of Business, Indiana University (2014 – 2015)

Metro Detroit Chapter President, University of Georgia Alumni Association (2011 – 2013)