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Liz Kost

Executive Profile

Accomplished, versatile and creative leader with proven track record of launching and scaling startups and delivering reliable results. Collaborates with industry leaders to effectively align with and support key business initiatives. Solid business acumen with competencies in building effective teams, marketing, finance and accounting including fundraising. Demonstrated ability to design metrics and KPIs that provide crucial building blocks to inform management decision-making.

Skill Highlights

|  |  |
| --- | --- |
| * Marketing & Brand Strategy | * Copywriting / Proposal Writing |
| * Knowledge of CG&S revenue drivers | * Microsoft Office |
| * Executive Leadership | * Social Media |
| * Project / Traffic Management | * Fundraising |
| * Time Tracking and Workflow Software | * Budgeting |
| * Quickbooks and Financial Accounting | * Public Speaking |
| * New Product Development and Go-To-   Market strategies. | * B2B and B2C Sales |

Core Accomplisments

* Co-founded an award-winning, Cannabis packaging and brand design studio and grew the company to $1M in annual gross revenue.
* Founded, scaled and successfully fundraised for my Cannabis fragrance brand Fog & Tree which earned placement in over 50 doors including Fred Segal in LA and Saks in NY.
* One of ten chosen to participate in a Cannabis business accelerator out of 300 applicants.
* Participated in the Entrepreneur Elevator Pitch Show with 1m+ viewership.

Fog & Tree – San Marcos, CA

Co-Founder/CEO

2019 - 2021

* Prototyped, tested, formulated, designed and launched a Cannabis fragrance brand from the ground up.
* Played, hired and led every role in the venture from Design to Sales to Marketing resulting in a clear understanding of the roles required to support a winning brand.
* Built a network of internal and external stakeholders that supported the brand vision and mission.
* Grew the brand to distribution in over 50 doors including luxury retailers like Saks in NY and Fred Segal in LA.
* Pitched the brand to over 1m viewers on the Entrepreneur Elevator Pitch Show.
* Participated in the due diligence process and earned participation in a Cannabis business accelerator from a pool of 300 applicants.
* Successfully raised $200k in startup Capital in the form of a convertible note and equity.
* Organically grew our Social Media network to over 5k followers across Facebook and Instagram.
* Grew and managed a newsletters subscriber list of over 7k.

Purple Line Media – San Marcos, CA

Co-Founder/CEO

2017 - 2019

* Participated in the development of amazing brands that resonate with the consumer, have rapid shelf-velocity and widespread distribution.
* Managed and leveraged relationships with key print/packaging suppliers, photographers, creative partners and other miscellaneous outside vendors involved in producing finished goods.
* Brokered $500k in printing annually across both domestic and international print/packaging vendors.
* Managed the quality and process of flat artwork production. Focus on delivering high-quality print-ready mechanicals on-time and within budget in order to drive revenue with new/existing customers.
* Streamlined workflows and identified areas of improvement to protect our advantage of affordable and superior packaging design.
* Provided executive leadership for the Creative Director and team of contract designers.
* Developed and implemented successful Social Media strategies for both Purple Line Media and its customers.
* Performed all operational and financial duties including project management, bookkeeping, cash-flow management, invoicing, estimating and fundraising.
* Provided compelling copywriting for customer brand stories, taglines, social media posts, press releases and corporate communications. Contributing Cannabis writer for several publications.
* Performed key sales and marketing functions by engaging target customers, attending networking events and presenting creative pitches.

Winery Exchange – Novato, CA

Associate Director Artwork Production

2010 – 2017 *(Started as a Production Artist, promoted to Senior Manager in 2013, promoted to Associate Director in 2015)*

* Manage the print production process for the Creative Services Department.
* Develop, document and communicate new production processes for emerging markets.
* Recruit and manage full-time and contract Artwork Production staff.
* Manage relationships with Domestic and International Print vendors.
* International travel to audit global print facilities to document printer capabilities and ensure final products meet Winery Exchange package expectations.
* Explore new innovative print techniques, vendors, equipment and department resources, that build our efficiencies and improve gross margin.
* Provide efficient, accurate and timely Creative Services support to Project Management, Production, Sales and Compliance.
* Manage and grow relationships with print suppliers, co-packers, creative partners, prepress suppliers and other miscellaneous outside vendors involved in print production.
* Manage and brief production designers for flat artwork: ensure art is built to specification for project pricing, ensure artwork is correct including all information text, color callouts and label sizing.
* Attend domestic and international press checks across various substrates to ensure the final product meets Winery Exchange standards.
* Ensure internal and external customer satisfaction, quality control and timely delivery of final products.

***Education***

Columbia College of Chicago, Bachelor of Arts — **3.9 GPA**

Cal State University San Marcos, Executive MBA – Currently Attending