STACY SANFORD

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MARKETING & BRAND LEADER

Brand Strategy | Positioning & Messaging | Marketing Leadership | AI-Enabled Marketing

Marketing and brand leader with 20+ years building brands, messaging, and marketing teams for The Home Depot, Meta, Splenda, Coca-Cola, and Orkin, and for growth-stage tech and mission-driven organizations. Known for finding the gap between what a brand says and what customers hear, then closing it, and for turning that clarity into results: a 60% jump in customer registrations and a product saved from discontinuation. Combines established marketing leadership with current training and certifications from Google, Anthropic, and HubSpot, plus applied AI workflow experimentation to improve research, strategy, and execution.

CORE STRENGTHS

- **Brand & messaging:** brand strategy, positioning, messaging architecture, brand refresh and launch, storytelling
- **Leadership:** building and leading marketing teams, budget ownership, agency and partner management, cross-functional alignment, executive communication
- **Marketing execution:** integrated campaigns, content strategy, customer insight and research, measurement and KPIs, marketing operations
- **AI-enabled marketing:** Claude, ChatGPT, prompt and workflow design, AI-assisted building and testing, AI search visibility (AEO)

PROFESSIONAL EXPERIENCE

SENIOR MARKETING AND CREATIVE DIRECTOR

Georgia Festival of Trees – 501(c)(3) | 2024 – 2026

Led marketing and communications.

- Helped deliver the festival's highest-revenue year through marketing and communications, contributing to **31% year-over-year revenue growth**.
- Directed brand storytelling and content strategy across all channels for a consistent brand identity. Led creative development for digital and print, including brand and sponsor videos, website, social media, and advertising.
- Led content creation and storytelling for The Pink Pig relaunch, including character scripts, social media posts, and in-person community activations.
- Created community engagement and advocacy initiatives that generated record online and offline involvement.
- Managed agency partners, internal teams, and volunteers to execute marketing on time and on budget.

PERSONAL GROWTH SABBATICAL

Career break | 2023 – 2024

- Wrote a book and renovated a house. Kept marketing and e-commerce skills current through a personal Shopify project, developing product concepts, brand positioning, creative assets, and a functioning online store in four months.

EXECUTIVE CONSULTANT | BUSINESS, BRAND, MARKETING STRATEGIES

ON Partners · Contract | 2021 – 2023

- Partnered with the CMO of this retained executive search firm to modernize brand and business strategy, messaging, and content, strengthening engagement with corporate clients and candidates.

EXECUTIVE CONSULTANT | BRAND, MARKETING OPS, BUSINESS STRATEGIES

Meta · Contract | 2021

Created brand, business, and marketing strategies to improve engagement and conversion among Meta's diverse suppliers.

- Worked as part of Meta's Global Supplier Diversity team, developing brand strategy, platform, and activation plans that helped us exceed the 2021 spending goal by **$260M**, reaching **$1.26B** in spending with diverse-owned suppliers.
- Created a standalone Meta Global Supplier Diversity identity that laddered up to the global brand.

HEAD OF MARKETING

Phobio | 2020 – 2021

Built the company's marketing practice for this tech company serving some of the world's largest brands, spanning research, brand revitalization, customer engagement, marketing operations, and sales enablement.

- Generated a **30% increase** in line-of-business sales by using data analysis to find and repair gaps in the customer experience.
- Cut client onboarding time by **more than 50%** with an asset-rich client marketing portal that eliminated urgent one-off requests.
- Raised the average customer review rating from **2.1 to 4.0 stars** in four months by designing a customer-service motivation program.
- Launched a new service marketplace that achieved record year-over-year growth, guided by customer needs and market conditions.
- Led a brand overhaul and built the marketing foundation for new product launches: marketing technology, process, messaging, agency optimization, and accountability.
- Built three cross-functional marketing teams to strengthen the core business and launch two new products.

EXECUTIVE CONSULTANT | STRATEGY, BRAND, OPERATIONS

DolceVita: The Home Depot; Splenda | 2017 – 2020

As owner and founder, devised business and brand strategies for high-visibility brands including The Home Depot, Splenda, and Java House.

- Saved Splenda's stevia product from discontinuation through customer research, brand messaging, and packaging designed for sustained growth, exceeding 2019 share-of-market goals six months ahead of schedule.
- Launched the first scalable Home Depot Home Services Referral Program, increasing engagement, sales, and customer recommendations.
- Beat campaign volume targets and annual sales goals for Java House Coffee with a targeted multi-channel campaign.
- Drove high-value engagement and sales for Visible SCM, the nation's second-largest USPS goods distributor, through website and marketing strategy.
- Generated record registrations for Worldwide ERC's 40+ year annual global event at minimal cost.

EXECUTIVE CONSULTANT | STRATEGY, BRAND, OPERATIONS

The Home Depot | 2015 – 2017

Embedded at The Home Depot to lead brand and marketing initiatives.

- Led the 18-month Home Depot Workshops overhaul across seven departments and 2,000 US stores: **60% more customer registrations**, highest-ever customer satisfaction, and **40% fewer complaints**.
- Drove the Home Depot Home Services brand refresh launch through a market-specific campaign.

VP CLIENT PARTNER

Moxie (Engauge) | 2013 – 2015

Led 9 direct and 30 indirect reports across traditional and digital accounts, coaching junior teams and strengthening collaboration.

- Saved a Georgia Natural Gas product slated for discontinuation through customer insights, clearer messaging, and improved internal collaboration, exceeding customer-acquisition stretch goals.
- Saved and expanded two client relationships through comprehensive account turnarounds.
- Improved communication and working relationships across departments and with clients.

ACCOUNT DIRECTOR

Think Interactive, Inc. | 2010 – 2013

- Contributed to **60%+ year-over-year Orkin sales growth** through integrated awareness and lead-generation campaigns.
- Drove a **25% increase** in Orkin brand awareness while its primary competitor declined 28%.
- Moved three accounts (Orkin, Nutro, Greenies) from red to black through process improvements that cut delays and budget waste.

Earlier experience: agency and client-side roles across traditional, digital, and social media, plus entrepreneurship.

APPLIED AI TRAINING & PROFESSIONAL DEVELOPMENT

2026 – Present | Continuing professional development alongside marketing leadership career

- Completed hands-on training in generative AI and digital marketing; applied learning to practical marketing research, positioning, and creative workflows.
- Developed AI search visibility assessment methods to compare how major AI assistants describe a brand and translate findings into messaging and website recommendations.
- Designed and tested AI-assisted workflows that move from a positioning brief to messaging frameworks and first-round campaign assets, exploring ways to reduce production cycles.
- Experimented with AI-assisted product prototyping and user-centered design to deepen understanding of how emerging technology can improve customer experiences.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Advertising & Journalism, Minor in Psychology, Cum Laude | Ohio University, Athens, OH

Certifications (2026): Google Cloud Skills Boost: Introduction to Generative AI; Anthropic: Claude Academy: AI Fluency: Framework and foundations; HubSpot Academy: Digital Marketing Certified

LEADERSHIP & VOLUNTEER SERVICE

UPWARD Women, Founding Chapter Leader, Atlanta – Launched the Atlanta chapter of a global organization that advances women into executive roles.

Habitat for Humanity, Atlanta – Volunteer builder.