



THE DESSERT JUNKIE™ (BAKERY)

BIO

Continued

- Event Planning: She ensures the seamless planning and coordination of meetings, conferences, training sessions, and other events, adding a personal touch to each occasion. Crystal is dedicated to making every client feel welcome and valued, helping them choose the perfect cake for their celebrations and ensuring their orders are fulfilled flawlessly.

- Financial Acumen: Crystal understands the importance of finance and budgeting in marketing. She conducts research and development appropriations, oversees expenditures, and analyzes profit-loss projections to optimize our marketing efforts.

- Customer Identification: By identifying potential customers, she strategically tailors our advertising campaigns to meet their needs, enhancing our outreach and engagement.

Crystal's commitment to creating an environment filled with generosity, happiness, and joy not only elevates our marketing initiatives but also enriches the overall experience for our clients. With her leadership, we continue to drive revenue growth and strengthen our brand presence in the community.

CRYSTAL COLEMAN

Media and Hospitality

As the Director of Marketing, Crystal plays a pivotal role in shaping our company's growth through innovative marketing and advertising strategies. With over thirteen years of experience in the industry, she has honed her skills in organizing impactful events and marketing campaigns for several prominent government agencies, including the United States Department of Agriculture, Department of Homeland Security, Department of Transportation, and the Federal Aviation Administration.

Crystal's responsibilities encompass a wide range of essential functions:

- Brand Ambassador: She serves as the face of our company to external stakeholders, effectively communicating our marketing plans and fostering brand awareness.

- Strategic Marketing: Crystal develops and executes successful marketing campaigns, collaborates with Advertising Managers on promotions, and coordinates marketing projects from inception to completion.

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INSTAGRAM THE DESSERT JUNKIE BAKERY

