

# linda kathryn mahns

69 Joy Drive, Unit B-2, South Burlington, VT 05403 • 802-279-3481 • linda@vt-fiddle.com

## objective:

I am looking to utilize my creative talents, marketing experience, varied skill set, entrepreneurial spirit, and out-of-the-box thinking to serve a company/organization's great mission. My personal mission is to assist and serve (myself and) others to create successful, healthy, and JUICY lives. I intend to fulfill my mission in a Marketing, Program Management, Graphics, Creative position in order to grow a company/organization/program to reach bigger/broader audiences and to reach/exceed our plans and goals.

## experience:

**CEO, Owner, Entrepreneur**

**10+ years**

**Vermont Fiddle Heads, LLC.** Visionary business model to bring raw vegan cuisine and related health products/classes/services locally and globally. Envisioned and created beauty in: an innovative manufacturing business; delicious, organic food in stores; "green" online/physical store; classes, workshops, catering, coaching, and café to support the vast health needs of individuals, families, and groups in Vermont, the nation, and around the world. Employed and trained a fantastic staff of 12 plus independent contractors and developed a core model of flexibility, mindfulness, and compassionate communication to care for and build the great team of workers within our wonderfully held business.

## accomplishments:

- *Developed a high-quality, organic product line that has been sold locally and around the world for 10+ years; we chose to implement long-lasting technology, organic, and locally-derived ingredients for our products and held a high standard for environmentally sustainable business practices including how we ship as well as for packaging.*
- **THE first** raw vegan café in Vermont! **THE first** raw vegan food in local stores!
- *Published informative articles in magazines, blogs, recipe books, and newsletters that reached tens of thousands of readers worldwide!*
- *Hundreds of skillful programs, workshops, support, and classes created for kids to adults in a wide variety of venues, as well as for virtual and actual classrooms.*
- *Successfully reversed or subsided health issues such as: obesity, cancer, diabetes, autism, asthma, emotional addictions, eating disorders, Lyme disease, and more!*

**Marketing Manager, Graphic Designer**

**15+ years**

Independent contractor and employee to several companies in the Silicon Valley, DC Metro area, NY, NJ, and VT as a Marketing/Marcom Manager and Graphic Designer. Began as a desktop publisher to pay my way through college for my B.A. in Fine Art. Have created print and web sales/marketing collateral for profit corporations and non-profit organizations and everything in between. **Specialize in page layout for all printed/web marcom collateral including content writing for varied outputs & audiences.**

## I have "soup-to-nuts" experience in the sales and marketing field:

*event planning, print management, web design, SEO, social media, budgeting, technical writing, press releases, tradeshow handouts, advertising, product packaging, vendor management, etc., and worked within teams and departments of as little as 2 to as many as 30.*

## education:

- M.A. in Holistic Health, Georgian Court University, Lakewood, NJ
- B.A. in Fine Art/Art History, Georgian Court University, Lakewood, NJ

## references:

Excellent references will be furnished upon request.

279 • 3481