



MARSHALL LYLES

MARSHALLWYLES.COM - 478-538-3415 - MARSHALL.LYLES@GMAIL.COM

I am a business professional driven by a desire to to serve others and build relationships. I am capable of wearing multiple hats, and I am experienced in operating a business from the top down. I am passionate about story telling.

Chief Marketing and Operations Officer

EXPERIENCE

The Bear's Den Restaurant & Catering - Macon, GA

2019 - Present

- Manage a team of 25-30 employees to ensure daily, weekly, and monthly tasks are completed on time.
- Cut down costs and increase the efficiency of ordering to produce an average of ~11% gross sales increase each year.
- Increased brand awareness using new graphics and social campaigns that generated 150,000+ google business views per month.
- Oversee 2-5 catering events per day for up to 500 people while also planning operations for in-store business and sales.
- Build and maintain relationships with dozens of pharmaceutical reps and office managers to encourage repeat catering business.
- Produce content, media, and design to increase foot traffic and sales.
- Design and edit new graphics and fonts that maintain the restaurant's 30-year roots while keeping up with modern styles.

Marketing & Public Relations Intern

Macon, GA

Summer 2018

- Responsible for managing all social media activity and content to help produce a \$3.6 million economic impact for the city of Hoover.
 - Communicated with multiple teams to ensure effective outreach to local media and the community.
 - Created graphics and organic content for social campaigns.
 - Wrote press releases about daily, weekly, and monthly events at the complex.
-

Samford University

EDUCATION

Bachelor of Arts - Journalism & Mass Communication

Birmingham, AL

2015 - 2019