

# Lisa Mitnick

[lisa.mitnick@gmail.com](mailto:lisa.mitnick@gmail.com)

516-617-9028

[www.lisamitnick.com](http://www.lisamitnick.com)

## **PROFESSIONAL PROFILE**

Results-driven business development and public relations professional with expertise in marketing, sales, and community outreach. Adept at managing relationships with centers of influence, business owners, and community leaders to maximize sales opportunities and build referral resources. Skilled in creating comprehensive market sales plans to achieve all goals, including deposit, lending, new member, and consumer activity goals. Social media and internet savvy.

## **WORK EXPERIENCE**

### **Senior Business Development Manager, People's Alliance Federal Credit Union**

**March 2017 - Present**

Proactively source and acquire new employer relationships for the purposes of membership development and recruitment that provide new business to the credit union.

- Manage relationships with centers of influence, business owners, education leaders, community leaders, and CU partners to build referral resources and maximize sales opportunities.
- Develop and execute a comprehensive market sales plan to achieve deposit, lending, new member, new employer, and consumer activity goals.
- Maintain a center of influence network through business networking activities and represent the credit union in the business community to drive effective employer partnerships.
- Grow and increase the credit union's social media presence on platforms including Facebook, LinkedIn, and Instagram.
- Manage, train, and develop business development staff in effective sales and presentation skillsets.
- Educate members on utilizing available access channels including ATM network, Mobile Banking, Online Banking, Remote Deposit, and Shared Branch Services.
- Plan and manage events at tradeshow and execute all sponsorships.
- Research and monitor activity of credit union competitors.
- Script presentations and speeches for all staff including the President and Executive staff.
- Partner and work closely with assigned members of senior management to implement new products and manage existing products to meet company objectives, support strategic direction, and create new ideas and solutions.

### **Senior Marketing/PR Manager, People's Alliance Federal Credit Union**

**February 1999 – June 2008**

Strategically planned and implemented all marketing and public relations campaigns for the credit union.

- Conducted surveys and focus groups to anticipate current and future member needs and wants.
- Drafted and coordinated all marketing materials, including communications, research, and promotions.
- Supervised development and distribution of all press releases via extensive media contacts.
- Coordinated and planned all on-site marketing events, including semi-annual car sales.
- Directed the redesign of the credit

union's website. • Worked with outside agencies to manage credit union photography portfolio. • Implemented strategic plans to maximize brand potential. • Effectively managed and developed the sales team.

**Sales Associate, Domty Promotions, Inc.**

**June 2009 – March 2017**

Managed and supported current business and school accounts for promotional and advertising needs. • Developed new business accounts for sales using direct mail and email marketing tools. • Collaborated with clients on design and potential uses of promotional items.

**AWARDS**

HIA-LI Those Who Make a Difference – Volunteer Award, 2020

PAFCU Commitment to Excellence Award – Consistently Exceeded Departmental Sales Goals by an Average of 40%, 2018

**COMMUNITY INVOLVEMENT**

Middle Country Public Library – Current Board of Trustees Member President and Past Vice President • HIA-LI – Membership Committee Co-Chair; Tradeshow Committee; Business Development Committee • Middle Country Chamber of Commerce – Treasurer, Scholarship Selection Committee Member • Women's Expo Committee for the Middle Country Library Foundation – Planning Committee • Ronkonkoma Chamber of Commerce – Member • JFK Chamber of Commerce – Member • Queens Chamber of Commerce – Member • Holbrook Road PTA Past President

**COMPUTER SKILLS**

- Mac and PC proficient
- MS Office
- Adobe Photoshop
- Internet /social media

**EDUCATION**

- New York Institute of Technology  
B.S. - Communication Arts, June 1997
- Suffolk Community College  
A.A. - Liberal Arts, May 1995