**Curriculum Vitae**

**Brandy L. Lynch, Marketing Manager**
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## BACKGROUND

Ms. Lynch oversees sponsorship contracts, programs, and relationships with partner organizations. She is responsible for strategizing, planning, and executing an events strategy across multiple U.S. markets to promote the Qforensics brand and showcase our technical expertise. In addition to organizing events with partner associations, Ms. Lynch coordinates marketing meetings, Continuing Legal Education (CLE) sessions, and presentations with both new and existing clients, including lawyers and law firms in the regions we serve. Additionally, Ms. Lynch manages post-event reports and analysis to evaluate the success of events, their Return on Investment, and opportunities for improvement. She also prepares other reports, including the annual marketing plan and budget.

Ms. Lynch is an accomplished marketing professional with over 18 years of experience in marketing leadership, where she has successfully driven strategy, creative direction, and business growth. She has a proven track record in brand development, team leadership, and executing cross-channel marketing initiatives.

## AREAS OF EXPERTISE

- Marketing Strategy
- Brand Management
- Graphic Design
- Social Media Marketing
- Project Management
- Retail Advertising
- Creative Direction
- Vendor Relations

## PROFESSIONAL EXPERIENCE

2025 – Present | Quality Forensic Engineering, LLC | Marketing Manager, Tallahassee, FL

- Builds and maintains relationships with sponsor organizations
- Strategizes, plans and executes an events strategy in multiple US markets to promote the Qforensics brand and technical expertise.
- Directs end-to-end logistics of marketing events, including staffing, calendaring, logistics, run-of-show, booth displays, shipping of event materials, and real-time problem solving, for more than 100 events annually.
- Collaborates with other marketing team members in regards to creation of promotional and event material updates, advertisements for associations, etc.
- Procures supplies and marketing materials in support of Qforensics marketing efforts

2014 – 2024 | 1915 South/Ashley Furniture HomeStores | Marketing Director, Thomasville, GA

- Directed all marketing and advertising operations for 29 locations.
- Managed multi-million-dollar advertising budget across broadcast, digital, print, and in-store.
- Oversaw creation of signage, Point-of-Purchase (POP), catalogs, digital assets, and sales collateral.
- Led planning and execution of major retail events and promotional campaigns.
- Collaborated with executive leadership, store managers, agencies, and vendor partners.
- Contributed in a key role in company rebrand rollout including identity, assets, and store implementation.
- Managed media buying and vendor negotiations.
- Produced internal communications, reporting, and monthly marketing analytics.
- Oversaw email marketing, social media, and website updates.

2007 – 2014 | Turner Advertising / Turner Furniture | Graphic Designer / Marketing & Creative, Thomasville, GA

- Designed marketing materials: catalogs, POP, inserts, collateral.
- Managed media buys and annual promotional calendars.
- Maintained website, email campaigns, and social content.

2005 – 2007 | Quality Printing, Inc. | Senior Graphic Designer, Thomasville, GA

- Designed print collateral and client branding.
- Maintained e-commerce and handled billing.

2004 – 2005 | Archbold Memorial Hospital | Systems Analyst & Admin. Assistant, Thomasville, GA

- Managed pharmacy software systems and upgrades.
- Handled billing, AP, and committee documentation.

2002 – 2004 | Southern Pines Retirement Community | Assistant Administrator / HR Admin, Thomasville, GA

- Managed HR for 60+ employees including hiring, onboarding, and payroll.
- Handled benefits, scheduling, and staff education.
- Assisted families and residents during the transition
- Served as Activities Director for residents

1992 – 2002 | Ponder's Printing | Print Shop Manager / Graphic Designer, Thomasville, GA

- Supervised 13 employees and managed operations.
- Handled customer service, billing, design, and pre-press.
- Designed print collateral and client branding.

*December 15, 2025*