

ELIZABETH “LIBBY” VANDAL

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Professional Summary

Field marketing professional with 4+ years of experience executing ambassador programs, community initiatives, and experiential activations across 10+ U.S. markets. Proven track record managing cross-functional partnerships, coordinating large-scale events, and driving measurable results, including 40,000+ consumer leads and 200% year-over-year activation growth.

Professional Experience

Grassroots Marketing Associate

Premier Lacrosse League (PLL) | Remote

April 2022 – Present

- Owned execution and operational coordination of grassroots marketing initiatives across 10+ U.S. markets, partnering directly with the Director of Growth Marketing on strategy, budgeting, and program delivery using Asana for cross-functional project tracking.
- Conceived, launched, and scaled the organization's first national ambassador program, recruiting, onboarding, and coaching a 30+ member field marketing team of college and university students across 10+ U.S. markets, developing the operational infrastructure, activation playbooks, and performance standards that supported nationwide execution.
- Directed 200+ experiential activations nationwide, partnering with sales teams, local market stakeholders, and brand ambassadors to drive 200% YoY growth and generate 40,000+ consumer leads valued at \$900K+.
- Developed and launched a localized grassroots marketing framework across nine markets, partnering with social and content teams to amplify athlete appearances, community partnerships, earned media opportunities, and local events that increased brand awareness and fan engagement in priority markets.
- Launched and scaled the league's Supporter Groups program, growing 150+ core advocates and 800+ engaged members through community programming and CRM-driven engagement; coordinated budgeting, logistics, and on-site execution for the annual Supporter Summit.

Student Marketing Coordinator

Marist University | Poughkeepsie, NY

August 2019 - May 2023

- Drove 1M+ TikTok views and 25% follower growth in one week through trend-driven content strategy; managed multi-platform social content across Instagram, Facebook, LinkedIn, and X to strengthen brand awareness and student/campus engagement.

Campus Brand Manager

HBO Max | Remote

August 2021 - May 2023

- Planned and executed on-campus experiential activations and brand ambassador campaigns for HBO Max, coordinating event logistics and on-site execution to drive consumer awareness and student engagement.

Athlete Management Intern

Athlete Relations | Remote

April 2021 - June 2023

- Coordinated scheduling, travel, appearances, camps, charity initiatives, and brand partnerships for Athlete Relations clients; developed pitch materials to secure new collaboration and activation opportunities.
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EDUCATION

Marist University

Aug. 2019 - May 2023

Bachelor of Arts, Communications