

DOSIE DOUGH EMPLOYEE OF THREE YEARS TAKES ON NEW ROLE, BUSINESS BENEFITS FROM PROMOTION

LITITZ, PENNSYLVANIA – Keri Snyder, an employee at Dosie Dough, has reached her three-year milestone. For the past five months, Snyder has taken on the additional role of social media manager. Since being promoted to the position, Dosie Dough has gained a more significant following on social media and sold more specialty items.

Snyder began working at Dosie Dough in September 2016, where she started in a barista position. Like any other employee, she learned more the longer she worked there. However, after about two and a half years of working for the small business, she was promoted to the unique position of social media manager. In this role, Snyder promoted Dosie Dough on Instagram and Facebook, advertising specific items and informing customers about events and other news.

Snyder not only works at Dosie Dough but goes to school full time at Lebanon Valley College as well. There she studies Digital Communications, which includes but is not limited to graphic design and videography in addition to advertising, branding and marketing. This knowledge has given Snyder a unique advantage at the small business, earning her the higher position managing Dosie Dough's social media accounts.

Alexandra Lutz, Dosie Dough employee of seven years, says "We've been selling breakfast burritos for years, but we've sold a lot more ever since Keri posted about them on our social media accounts. So many people didn't even know we offered them, but the way she worded the caption made everyone want to try one. Just the picture she posted of it was enough to make my mouth water. She should have been running our social media a long time ago."



Dosie Dough's Instagram post, published by Keri Snyder on July 11, 2019

The small business has significantly benefitted from Snyder's talent. Amy Lloyd, the owner of Dosie Dough Lititz, says "Keri knows how to caption any photo to make the product sell. She also has an eye for photography. She's been doing an amazing job running the social media accounts. Several customers have come up to me asking who does our social media because they've noticed a positive change, and they are very impressed. Because of Keri, we've been a lot more active on Facebook and Instagram. We've definitely gained more followers on our accounts and have been selling more of our products since she has taken the role of social media manager."

Dosie Dough is a fun and fast-paced bakery and cafe specialized in bagels, breads, and pastries. It is a small, locally-owned business with two locations in Wyomissing and Lititz. The Lititz location opened in 1996 on 45 S Broad Street, making it the second Dosie Dough location. Located in downtown Lititz, there is a sense of community in the store. The small team working at Dosie Dough acts as a family, and the local "regulars" do so as well.

Dosie Dough may be contacted by phone at (717) 626-2266 and visited online at <http://dosiedough.com>. The small business can be reached on Instagram as @dosiedoughlititz.