

Beth Calahan, CMP

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MARKETING MANAGER

Results-driven marketing management professional with over a decade of proven experience delivering impactful marketing insight and optimizing company performance.

— Areas of Expertise —

Market Analysis & Forecasting | Client Satisfaction & Retention | Event Planning & Execution
Team Leadership & Coaching | Vendor Communications | Project Management | Marketing Automation Tools
Relationship Management | Marketing & Sales Campaigns | Budget Management & Cost Control

— Career Accomplishments —

Contributed event services and demand generation activities yielding \$30.5M in two years.
Expertly manage annual marketing budget of more than \$500K.
Leverage expertise in traditional and digital marketing to deliver new revenue streams and enhance profits.

PROFESSIONAL EXPERIENCE

Company A

Demand Generation Marketing Manager

City, State
11/2015 – Present

Coordinate comprehensive management and oversight of lead generation and nurture campaigns with Eloqua software, regularly updating multidisciplinary teams to confirm alignment with marketing pipelines. Prepare CRM reports and marketing funnel analysis as primary administrator of both Eloqua and CRM OnDemand, evaluating program success and business impact. Produce and analyze daily sales metrics and campaign revenue, tracking and managing complex data systems to improve sales performance and conversion rates at all stages of the sales cycle. Organize logistics for live events, including scheduling, budget management, and venue selection, cultivating strong vendor relationships to ensure efficient execution of marketing campaigns and promotions.

Key Accomplishments:

- Relentlessly monitor and document department expenses to create annual budgets, advancing cost control, eliminating unnecessary spending, and **slashing 20-25% of the marketing budget year over year**.
- **Optimized company master data strategies**, implementing a new management system to standardize organization of sales spreadsheets, proposals, and contracts, streamlining data tracking and analysis.
- Spearhead the strategic planning and execution of **6 national conferences and 30 regional events** annually, driving enhanced business impact with engaging marketing tactics.
- Orchestrated a two-month long data project yielding over **8K new accounts and 100K new contracts**.

Company B

Lead Event Planner & Operations Manager

City, State
4/2013 – 1/2016

Led full operational oversight of a high-volume boutique event planning company, specializing in corporate, non-profit, and wedding markets. Directed a diverse range of event logistics, including travel, registration, venue selection, budgeting, and speaker management. Utilized creative expertise to effectively verify all aspects of event success and impact, from marketing and production to collateral management and sponsorships, enhancing positive public relations and driving increased attendance.

Key Accomplishments:

- Acknowledged by clients for exceptional standards of service and unwavering dedication to delivering memorable, top-tier events, securing **consistent rates of customer satisfaction and retention**.
- Leveraged natural leadership ability to manage multiple cross-functional teams, **prioritizing transparent communication and proactive team engagement** to promote achievement of all operational goals.

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Company C

Catering Sales Manager

City, State

12/2006 – 4/2013

Delivered essential support in the launch of the 77K sq. ft. venue of event, orchestrating all aspects of catering department processes and development. Determined and implemented strategic protocols for food and beverage operations, establishing venue policies and procedures to ensure seamless daily workflow and efficient execution of shared objectives.

Key Accomplishments:

- Consistently met and exceeded challenging sales targets, **surpassing established goals in the first year by 78%** and averaging 15% in subsequent years.
- Integrated marketing expertise to effectively inform critical decisions regarding **event budgeting, sales, and execution**, serving a diverse range of markets including corporate, social, industry, and non-profit.

ADDITIONAL EXPERIENCE

Senior Sales Manager, Company D, City, State (11/2004 – 11/2006)

- Established as primary events coordinator tasked with providing comprehensive oversight of event marketing, forecasting, budgeting, and more, including **operating the entire media center for event**.
- Orchestrated the **strategic marketing and resultant sale** of venue A, venue B, venue C, and venue D

Catering Sales Manager, Company E, City, State (8/2003 – 11/2004)

EDUCATION AND CREDENTIALS

Bachelor of Science in Recreation & Leisure Services Administration
University A – City, State

Certified Meeting Professional (CMP), Association A – City, State (2014)

— Technical Proficiencies —

Eloqua | Salesforce.com (SFDC) | Siebel/CRM OnDemand | Data Mining (RainKing/Discover.org) | FreshBooks
IP Tracking (Leadlander) | Catering Software (Caterease, Reserve, Delphi) | Microsoft Office Suite
Social Media (LinkedIn, Instagram, Facebook, Twitter)

— Professional Development & Affiliations —

Association B – Member | Association C – Member
Volunteer Organization A – Board Member | Volunteer Organization B – Mentor
Volunteer Organization C – Board Trustee