

Beth M. Calahan

City, ST | ###-###-#### | email@email.com | linkedin.com/profile

Marketing Manager | Marketing Analyst | Marketing Coordinator

Strong Track Record for Driving Sales Through Sound Marketing Strategies, Techniques & Communications

Highly motivated, results-driven and passionate marketing professional with 15+ years of demonstrated experience and a proven ability to increase market share and bottom line revenue. Articulate communicator with an impeccable work ethic who is often remembered for thinking outside-of-the-box. Quick learner who thrives in collaborative work environments. Trusted advisor who effects positive change throughout the organization. Relies on innovative marketing automation tools and technologies to reach new customers and communicate high-impact marketing messages that convert. Currently seeking to transition into a full-time marketing role within a progressive, supportive, and mission-driven organization.

Leadership Skills:

Project Management | Research & Analysis | Budgeting | Digital Marketing | Email Campaigns | Vendor Relations
Customer Relationship Management | Cross-Functional Communications | Marketing Support | Client Engagement
Sales Presentations | Marketing Campaigns | Corporate Communications | Lead Generation

Key Contributions

- **Through sound marketing efforts, serve on team that produces events and other demand generation activities that have yielded \$30.5M in the past 24 months.**
- **Acknowledged for bringing in additional sales revenue through sound management of sophisticated marketing efforts—both traditional and digital in nature.**
- **Tasked with successfully managing the \$500K+ yearly marketing budget.**
- **Recognized as a trusted advisor highly capable of providing recommendations for marketing strategies based on testing, analysis, pipeline and ROI.**
- **Headed the company's marketing automation tool implementation project—an 8-month long project.**
- **Recognized as subject matter expert (SME) in the marketing automation tool; manage and administer the tool including the database, report design, execution of marketing campaigns and solving complex challenges that arise within the system.**

Professional Experience

COMPANY A, City A, ST | 2015 to Present

Demand Generation Manager (B2B)

Serve as Demand Generation Manager for marketing and sales at this highly successful ERP integration and implementation service provider. Develop, execute and monitor lead generation and lead nurture campaigns that support the marketing pipeline. Partner across departments to keep all internal teams abreast and informed of marketing activities.

- Deliver CRM reporting, analytics and marketing funnel analysis that illustrates how marketing programs are impacting revenue; define and track key metrics and deliver ad-hoc analysis as needed.
- Manage vendor relationships to strategize, execute, and deliver marketing campaigns and promotions.
- Responsible for onboarding and training new field sales and inside sales reps on CRM and marketing tool.
- Manage marketing calendar, which is utilized by sales team and executive staff.
- Work with sales team to track and manage lead flow and increase conversion rates at each stage of the marketing and sales engagement processes.
- Collaborate with Marketing Director to create marketing content and library of resources and assets.
- Plan and execute (6) national conferences and (20+) regional events per year.
- Lead and managed first company data project in 20 years- two month long project which resulted in 8,000 accounts and over 100K contacts.
- Oversee company master data strategy.

COMPANY B, City, ST | 2013 to 2016

Lead Event Planner & Owner

Founded a successful boutique event planning company with a focus on corporate, non-profit, and wedding markets.

- Utilized skills in logistics, registration, destinations, budgeting and speaker management to direct diverse events.
- Recognized by clients for excellence and creativity in event theming, production, marketing, public relations, collateral management, securing sponsorships and driving attendance.

Professional Experience (cont.)

COMPANY C, City, ST | 2006 to 2013

Catering Sales Manager

Hired to assist in opening the 70,000 sq. ft. venue for event. This included the establishment of venue policies, procedures and protocol for all food and beverage operations.

- Responsible for marketing budget, sales and execution of events within corporate, social, non-profit and industry markets.
- Recognized for exceeding sales goals by 78% in the first year, and an average of 15% in subsequent years.

PREVIOUS WORK HISTORY:

Senior Sales Manager, Company D, City, ST, 2004-2006

Catering Sales Manager, Company E, City, ST, 2003-2004

Education, Certification & Training

B.S. Recreation & Leisure Services Administration, University A

Computer: Microsoft Office Suite | Eloqua | Salesforce | Siebel/CRM OnDemand | RainKing | Caterease | Delphi

Certified Meeting Professional

Affiliation & Volunteerism

Member, Professional Association A

Member, Professional Association B

Board Member, Volunteer Organization A

Mentor, Volunteer Organization B

Board Trustee, Volunteer Organization C