

Beth A. Kelly

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SUMMARY

Strategic marketing and growth leader with 25+ years of experience driving revenue, building brands, and aligning marketing strategy with business objectives across financial services, SaaS, hospitality, tourism, and leadership development industries. Proven track record of accelerating asset growth from \$70 million to nearly \$150 million, expanding membership, and strengthening pipeline visibility through CRM optimization and marketing operations leadership.

Innovative and forward-thinking, with deep expertise in vendor and customer relations, software management, and cross-functional collaboration. Skilled in spearheading special projects, developing comprehensive marketing plans and budgets, cultivating brand awareness, and improving client-facing strategies. Recognized for reducing operational costs through hands-on execution, leading high-performing teams, and delivering measurable business impact in fast-paced, evolving environments.

CORE COMPETENCIES

- Marketing Strategy & Planning
 - Revenue Growth Strategy
 - Marketing Operations Leadership
 - CRM & Data Strategy
 - Brand Development & Governance
 - Integrated Campaign Management
 - Budget Management & Cost Optimization
 - Customer Experience Strategy
 - Cross-Functional Leadership
 - Sales Enablement
 - Crisis Communications
 - Regulatory Marketing Compliance
 - Digital & Traditional Advertising
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TECHNICAL SKILLS

CRM & Marketing Automation:

Salesforce CRM (Onsite Implementation Lead), Microsoft Dynamics 365

Analytics & Reporting:

Google Analytics, Campaign Performance Tracking, Pipeline Reporting

Web & CMS Platforms:

Titan CMS, WordPress, Website Strategy & Optimization

Email & Digital Marketing:

Marketing automation workflows, email campaign development, SEO fundamentals, paid social campaign management

Creative & Design Tools:

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Clipchamp Video Editor

PROFESSIONAL EXPERIENCE

All of the Above Marketing LLC - Founder & Principal Marketing Strategist

September 2025 – Present

Founded and lead a full-service marketing consultancy providing strategic, creative, and operational marketing support to small and mid-sized businesses across diverse industries including food production, woodworking, publishing and coaching, security and data systems, hospitality, and nonprofit organizations.

- Develop comprehensive marketing strategies, budgets, and growth plans aligned with client business objectives.
 - Clarify brand positioning and messaging to eliminate complexity and strengthen market differentiation.
 - Execute integrated campaigns across print, digital, email, social, and paid media channels.
 - Lead website development, CMS management, marketing automation, and database optimization.
 - Oversee advertising strategy from concept through placement, performance tracking, and ROI optimization.
 - Provide customer experience training and brand alignment workshops to improve internal consistency and service delivery.
 - Serve as a strategic marketing partner for both project-based initiatives and ongoing operational leadership needs.
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Living As A Leader - Marketing Manager

January 2023 – Present

Lead marketing strategy and operations for a leadership development firm, driving brand visibility, operational efficiency, and client engagement.

- Direct end-to-end marketing strategy and campaign execution across digital and traditional channels.
 - Reduce external design and website maintenance costs by bringing creative and technical execution in-house.
 - Manage CRM strategy across Salesforce and Microsoft Dynamics 365, improving segmentation, reporting accuracy, and sales alignment.
 - •Manage key components of Kajabi development, including course builds, customer journey design, marketing automations, and landing/website creation to support engagement and revenue goals.
 - Optimize pipeline visibility through CRM data management and reporting enhancements.
 - Lead website strategy, content development, and performance optimization using Titan CMS.
 - Support product launches through targeted messaging, integrated campaigns, and multi-channel promotion.
 - Ensure brand consistency across all marketing, client communications, and internal materials.
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Hopewell Federal Credit Union - Marketing & Business Development Director

May 2011 – December 2022

Directed marketing, business development, and brand strategy for a growing financial institution.

Marketing & Growth Leadership

- Increased asset size by more than \$80M and grew membership by 38% through targeted marketing initiatives and community engagement strategies.
- Strengthened brand awareness and significantly increased engagement with online applications.
- Developed and executed comprehensive marketing plans aligned with organizational mission, vision, and regulatory standards.
- Managed advertising strategy, media placement, sponsorships, and community relations.
- Oversaw website strategy, analytics, and digital optimization initiatives.
- Led crisis communications, ensuring consistent, timely messaging across press, staff, and member audiences.
- Partnered with legal and compliance teams to ensure regulatory accuracy and risk mitigation in all communications.

Business Development

- Drove business account growth through strategic relationship development and consultative sales leadership.
- Developed and executed sales strategies aligned with organizational growth objectives.
- Strengthened cross-functional collaboration between marketing and lending teams to support revenue goals.

Training & Development

- Designed and launched the in-house member service and loyalty program, We C.A.R.E. (Communicate, Advocate, Respect, and Exceed).
- Facilitated ongoing four-week onboarding program for new hires to reinforce service standards and culture alignment.
- Supported employee development initiatives through internal communications and training program execution.

Licking County Convention and Visitors Bureau - Tourism Marketing Manager

December 2009 – May 2011

- Designed and executed tourism marketing campaigns to increase regional visitation.
- Managed marketing budgets, vendor relationships, and campaign analytics.
- Developed all promotional materials and led digital and social engagement initiatives.

Cherry Valley Lodge (Sage Hospitality Group)

Director of Marketing | 2002 – 2009

- Led marketing strategy for hotel and CoCo Key Water Resort.
- Developed integrated marketing plans, promotions, and PR campaigns to drive occupancy and event bookings.
- Oversaw revenue production support for group sales and resort events.
- Produced majority of in-house creative assets, reducing external agency costs.

Sales Manager | 2001 – 2002

- Drove sales growth through strategic prospecting and client relationship development.

Catering Manager | 1999 – 2001

- Managed full event lifecycle and client communications.

Sales & Marketing Coordinator | 1998 – 1999

- Provided marketing and executive support; coordinated departmental campaigns.
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Invata International Inc. - Marketing Coordinator

1997 – 1998

- Promoted SaaS-based property management software through multi-channel campaigns.
 - Managed public relations initiatives and website content development.
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EDUCATION

Bachelor of Arts, Communication
The Ohio State University, 1998

Completed coursework toward degree
University of Rio Grande, 1993–1994

VOLUNTEER LEADERSHIP

City of Heath, Ohio – Civil Service Commissioner (2017–Present)

Heath High School Class of 1993 – Treasurer (1993–Present)

Additional leadership roles with American Red Cross, United Way, MPI Ohio Chapter, and regional nonprofit initiatives.

HONORS

CU Rock Star – Credit Union National Association (November 2015)
