

BETH A. KELLY

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Summary

Strategic marketing and communications leader with 25+ years of experience driving brand growth, revenue generation, audience engagement, and organizational results. Proven success developing and executing integrated campaigns across digital, print, email, web, social media, public relations, and traditional channels. Expertise in brand stewardship, CRM strategy, business development, content development, marketing operations, vendor and agency relationship management, budget management, analytics, and customer experience. Collaborative, hands-on leader skilled at building strong internal and external partnerships and translating organizational priorities into high-impact marketing initiatives and measurable outcomes.

Work Experience

FOUNDER & PRINCIPAL MARKETING STRATEGIST, ALL OF THE ABOVE MARKETING LLC

September 2025 – Present

- 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 an extension of client teams, stepping into evolving roles and learning new systems, platforms, and industries as needed to solve business challenges.
- Balance strategic leadership with hands-on execution across creative, technical, operational, and customer-facing initiatives.
- Develop and execute comprehensive organic and paid social media strategies, editorial calendars, and content plans, overseeing creative development, audience engagement, performance analysis, and ongoing optimization.
- Translate business objectives into targeted messaging and creative content that strengthens brand awareness, builds engagement, and supports measurable growth.

MARKETING MANAGER, LIVING AS A LEADER

January 2023 – February 2026

- Directed end-to-end marketing strategy and campaign execution across digital and traditional channels.
- Reduced external design and website maintenance costs by bringing creative and technical execution in-house.
- Managed CRM strategy across Salesforce and Microsoft Dynamics 365, improving segmentation, reporting accuracy, and sales alignment.
- Optimized pipeline visibility through CRM data management and reporting enhancements.
- Led website strategy, content development, and performance optimization using Titan CMS.
- Supported product launches through targeted messaging, integrated campaigns, and multi-channel promotion.
- Ensured brand consistency across all marketing, client communications, and internal materials.
- Developed integrated content strategies, editorial calendars, and multi-channel campaigns supporting organizational and business development objectives.
- Managed content and creative development across web, email, social media, digital, print, and sales communications.
- Collaborated with leadership, sales, delivery teams, and external partners to coordinate priorities, timelines, messaging, and campaign execution.
- Managed multiple concurrent marketing initiatives, balancing strategic priorities, deadlines, resources, and organizational needs.

CO-OWNER / OPERATOR, FOREST HILLS GRILL & GOLF

October 2019 – November 2021

- Directed daily operations across hospitality, food service, golf operations, and special events.
- Managed staffing, budgeting, vendor relationships, marketing, and customer engagement initiatives.
- Developed and executed promotional campaigns, community partnerships, and special event strategies to increase visibility and drive traffic.
- Oversaw indoor and outdoor event experiences including private events, group outings, and seasonal programming.
- Led cross-functional staff and vendor coordination to ensure consistent customer experiences, operational execution, and brand delivery.
- Led strategic business planning and ultimately made the decision to sell the business based on long-term goals and market opportunity.

MARKETING & BUSINESS DEVELOPMENT DIRECTOR, HOPEWELL FEDERAL CREDIT UNION

May 2011 – December 2022

Marketing & Growth Leadership

- Contributed to more than \$80M in asset growth and 38% membership growth through targeted marketing, business development, 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, public relations, sponsorships, community relations, and external vendor partnerships.
- 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 an ongoing onboarding program for new hires to reinforce service standards and culture alignment.
- Supported employee development initiatives through internal communications and training program execution.

TOURISM MARKETING MANAGER, LICKING COUNTY CONVENTION AND VISITORS BUREAU

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.

DIRECTOR OF MARKETING, CHERRY VALLEY LODGE

2002 – 2009

- Led marketing strategy for the 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 all in-house creative assets, reducing external agency costs.

SALES MANAGER, CHERRY VALLEY LODGE

2001 – 2002

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

CATERING MANAGER, CHERRY VALLEY LODGE

1999 – 2001

- Managed full event lifecycle and client communications.

SALES & MARKETING COORDINATOR, CHERRY VALLEY LODGE

1998 – 1999

- Provided marketing and executive support; coordinated departmental campaigns.

MARKETING COORDINATOR, INVATA INTERNATIONAL INC.

1997 – 1998

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

Education

Bachelor of Arts, Communication | March 1998

The Ohio State University | Columbus, Ohio

Skills

STRATEGY & LEADERSHIP | Marketing Strategy & Planning, Marketing Operations, Business Development, Brand Management, Integrated Campaign Management, Budget Management, Cross-Functional Leadership, Project Management, Change Management

DIGITAL & TECHNOLOGY | Salesforce CRM, Microsoft Dynamics 365, Google Analytics, WordPress, Wix, Titan CMS, Marketing Automation, SEO, Paid Social Media, AI-Assisted Workflows

CONTENT & COMMUNICATIONS | Public Relations, Media Relations, Crisis Communications, Content Marketing, Copywriting, Brand Storytelling, Email Marketing, Social Media Strategy, Creative Direction

BUSINESS & CUSTOMER EXPERIENCE | Revenue Growth, Sales Enablement, Pipeline Development, Customer Experience Strategy, Customer Journey Mapping, Strategic Partnerships, Vendor & Agency Management

CREATIVE | Adobe Photoshop, Illustrator, InDesign, Clipchamp Video Editing

Community Leadership & Service

- 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.