BETH A. KELLY

CONNECTING BRANDS, BUSINESSES & PEOPLE.
B2B & B2C Marketing Strategy | Brand Development | Business Growth | Hospitality | Financial Services | Leadership Development
beth@alloftheabovemarketing.com | 740-504-5303 | linkedin.com/in/bethakelly
www.alloftheabovemarketing.com/career

PROFESSIONAL SUMMARY

Marketing and business development leader with 25+ years of experience developing growth strategies, building brands, generating revenue, and leading integrated marketing programs across B2B, B2C, financial services, hospitality, technology, leadership development and consumer-facing organizations. Proven ability to connect marketing strategy to business objectives, strengthen customer acquisition and engagement, and translate complex products and services into clear, compelling messaging. Hands-on leader with expertise spanning digital marketing, CRM strategy, marketing automation, email, social media, paid media, website strategy, content, public relations, business development, customer experience, analytics, and sales enablement. Entrepreneurial, resourceful, and comfortable owning both strategy and execution.

PROFESSIONAL EXPERIENCE

INDEPENDENT MARKETING CONSULTANT | All of the Above Marketing LLC, Heath, Ohio | *September 2025 – Present*

- Lead marketing strategy and business growth initiatives for clients across hospitality, insurance, leadership development, security, food manufacturing, and professional services.
- Develop and execute integrated marketing programs spanning digital, email, social, paid media, websites, content, print, public relations, and business development.
- Partner directly with business owners and leadership teams to identify growth opportunities, establish priorities, develop marketing plans, manage budgets, and translate strategy into measurable initiatives.
- Lead website development, CMS management, CRM/database initiatives, marketing automation, advertising strategy, and performance tracking.
- Develop organic and paid social strategies, editorial calendars, content plans, creative direction, audience engagement programs, and ongoing optimization.
- Translate complex products, services, and business objectives into clear positioning, messaging, campaigns, and customer-facing content.
- Serve as an extension of client teams, quickly learning new industries, systems, and platforms to solve evolving business challenges.
- Balance strategic leadership with hands-on execution across creative, technical, operational, and customer-facing initiatives.

MARKETING MANAGER | Living As A Leader, Heath, Ohio | *January 2023 – February 2026*

- Directed end-to-end marketing strategy and campaign execution across digital and traditional channels.
- 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.
- Reduced external design and website maintenance costs by bringing creative and technical execution in-house.
- Supported product launches through targeted messaging, integrated campaigns, and multi-channel promotion.
- Developed integrated content strategies, editorial calendars, and multi-channel campaigns supporting organizational and business development objectives.
- Collaborated with leadership, sales, delivery teams, and external partners to coordinate priorities, timelines, messaging, and campaign execution.
- Worked in a fully remote environment, independently managing priorities, coordinating projects, collaborating with team members, and delivering marketing initiatives through digital communication and collaboration tools.
- Planned, coordinated, and facilitated monthly virtual events, including professional book club discussions, managing presentations, technology, participant engagement, and live event logistics.
- Collaborated with facilitators, consultants, and organizational leadership to coordinate marketing initiatives, develop content, align messaging, and support program delivery.

CO-OWNER / OPERATOR | Forest Hills Grill & Golf, Heath, Ohio | *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 private events, group outings, seasonal programming, and indoor/outdoor guest experiences.
- 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, Heath, Ohio | *May 2011 – December 2022*

- Contributed to more than $80M in asset growth and 38% membership growth through targeted marketing, business development, and community engagement strategies.
- Developed and executed comprehensive marketing plans aligned with organizational mission, growth objectives, member needs, and regulatory standards.
- Strengthened brand awareness and increased engagement with online applications through targeted marketing and digital optimization.
- Managed advertising strategy, media placement, public relations, sponsorships, community relations, and external vendor partnerships.
- Oversaw website strategy, analytics, and digital optimization initiatives.
- Drove business account growth through strategic relationship development and consultative sales leadership.
- Developed sales strategies aligned with organizational growth objectives and strengthened collaboration between marketing and lending teams to support revenue goals.
- Partnered with legal and compliance teams to ensure regulatory accuracy and risk mitigation in communications.
- Designed and launched the in-house We C.A.R.E. member service and loyalty program.
- Created and facilitated an ongoing onboarding and training program for new hires focused on service standards, communication, and culture alignment.

TOURISM MARKETING MANAGER | Licking County Convention and Visitors Bureau, Heath, Ohio | *December 2009 – May 2011*

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

DIRECTOR OF MARKETING | Cherry Valley Lodge, Newark, Ohio | *2002 – 2009*

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

SALES MANAGER / CATERING MANAGER / SALES & MARKETING COORDINATOR | Cherry Valley Lodge, Newark, Ohio | *1998 – 2002*

- Progressed through sales, catering, and marketing roles, building more than a decade of hospitality experience across sales, events, client relationships, marketing, and guest experience.
- Drove sales growth through strategic prospecting and client relationship development.
- Managed full event lifecycle and client communications for hospitality and group events.
- Provided marketing and executive support and coordinated departmental campaigns.

MARKETING COORDINATOR | Invata International Inc., Blacklick, Ohio | *1997 – 1998*

- Promoted SaaS-based property management software through multi-channel marketing campaigns.
- Managed website content development.

EDUCATION

Bachelor of Arts, Communication | The Ohio State University, Columbus, Ohio | March 1998

CORE SKILLS

MARKETING LEADERSHIP

- Marketing Strategy & Planning
- Growth Strategy
- Demand Generation
- Brand Management
- Integrated Campaigns
- Marketing Operations
- Business Development
- Sales Enablement
- Budget Management
- Cross-Functional Leadership

DIGITAL & PERFORMANCE

- Digital Marketing
- Paid Media
- SEO
- Email Marketing
- Social Media
- Marketing Automation
- Website Strategy Development & Management
- Analytics
- Content Strategy
- Conversion Optimization

CRM & TECHNOLOGY

- Salesforce
- Microsoft Dynamics 365
- OnContact CRM
- CRM Strategy
- Segmentation
- Google Analytics
- WordPress, Wix, & Titan CMS
- AI-Assisted Workflows

LEADERSHIP & OPERATIONS

- Team Leadership
- Employee Training
- Customer Experience
- Project Management
- Change Management
- Vendor & Agency Management
- Strategic Partnerships

COMMUNICATIONS & CREATIVE

- Public Relations
- Media Relations
- Crisis Communications
- Copywriting
- Brand Storytelling
- Creative Direction
- Canva
- Stock Image Sourcing
- Adobe Suite including Photoshop, Illustrator, & InDesign
- Clipchamp

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.

LEARN MORE ABOUT MY WORK

Marketing is more than a job title, it's a combination of strategy, creativity, relationships, and results. Explore my portfolio, professional background, and the diverse experience I've gained across industries.

Professional Background and Portfolio: www.alloftheabovemarketing.com/career