

Beth A. Harte

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Beth Harte is a results-oriented integrated marketing, communications, and public relations professional with over 16 years of solid strategic and tactical experience. With a proven ability to lead marketing and PR management for companies, Beth is driven by the opportunity to increase bottom-line results, market share, and customer and stakeholder loyalty by utilizing effective strategic planning and cost-efficient tactics that produce measurable return on investment (ROI).

Having managed P&Ls from \$200K and more, Beth's results include leading increases in media impressions by nearly 2,000 percent; increasing social network activity by 75 percent; and generating 900 qualified leads in three months using multi-touch, cross-channel campaigns. Since 2006, Beth has been responsible for the successful creation and implementation of social media strategies for six organizations.

Core Strengths

Integrated Marketing

- Strategic Planning, Execution & Measurement
- Marketing Return on Investment (ROI)
- Customer Research & Competitive Analysis
- Branding & Identity Management
- Digital Marketing (Website, SEO, SEM)
- Channel Marketing (Traditional / Digital)
- Product Marketing

PR & Corporate Communications

- Strategic Planning, Execution & Measurement
- Analyst, Media, & Blogger Relations
- Customer Relations
- Social Media Strategy & Implementation
- Reputation Management & Crisis Communications
- Advertising (Offline/Online)
- Trade Show & Event Management

Professional Experience

Serengeti Communications – McLean, VA

January 2010–December 2010

Client Services Director for a digital marketing consultancy specializing in Social Media, SEO, Measurement, and Analytics. (Position based in PA. Part-time January-February)

- Managed account relations, contract execution & team performance for key assigned accounts (Financial and CPG) to ensure projects were delivered on time and within budget
- Developed social media strategies, supported by research and data, that led to successfully meeting client business objectives (KPIs)
- Counseled clients on the strategic use of social media, digital marketing, SEO & analytics
- Assumed control of Serengeti's Digital Media presence, including two blogs, Facebook & Twitter accounts, managing all aspects of daily interaction in preparation for the launch of new social platform
- Drove an increase of more than 75% in Twitter & Facebook followers / fans & increased positive brand mentions of Serengeti through social media and blogger outreach activities
- Represented Serengeti in industry conferences as an authority on Business 2.0 including: Social Media, Public Relations & Integrated Marketing Communications

MarketingProfs – Los Angeles, CA

June 2009 –February 2010

Community Manager for a leading online resource for marketers, publishing original content, research, seminars & events in association with industry thought leaders. (Position based in PA)

- Developed & executed the community strategy to engage, empower & drive interactions between target audiences & Marketing Profs

- Drove increases in participation & revenue in conversations, memberships, conference attendance & online seminar participation through social media engagement & industry dialog
- Managed online customer relations & served as a customer liaison to internal marketing, customer service, sales & management departments
- Represented Marketing Profs as brand ambassador, thought leader & speaker at key events

OnPATH Technologies – Marlton, NJ

June 2007 – December 2008

Corporate Marketing Manager for a venture capital backed start up in IT Infrastructure Manufacturing Equipment

- Responsible for \$200k P&L and overall corporate marketing & communications strategy
- Maximized marketing budget through the use of social media applications, tools and networks, which enhanced communication and drove the development of new relationships
- Oversaw and directed all Marketing, PR and Analyst Relations plans, events and activities
- Initiated audience and market research activities including trend, initiative and competitive analysis
- Managed the development and rollout of a new brand identity, including all marketing and collateral, online and offline direct marketing, trade shows, events and sales support materials
- Crafted a dynamic Channel Partner Program and managed domestic & international partner relationships in order to drive sales
- Elevated corporate visibility and credibility with analysts and the industry by securing multiple local & national media placements within major IT publications through a yearlong PR Program
- Generated 900 qualified leads in 3 months (for a team of four sales people) utilizing multi-touch, cross-channel campaigns

SunGard Data Systems, Availability Services Division – Wayne, PA April 2004 – June 2007

Sr. Marketing Communications Manager for a Fortune 500 IT Services Provider

- Managed a \$500k P&L marketing communications & PR budget (a portion of the overall budget)
- Developed strategies & executed creative for lead generation campaigns that exceeded lead targets
- Developed and managed an effective PR strategy, messaging, & execution including executive team counsel and agency management, which led to an increase in impressions from 35M to 659M
- Responsible for crisis communications strategies & messaging including handling multiple crises with the media
- Managed corporate branding globally through collateral, advertising, websites (Internet & Intranet), direct mail, public relations & analyst relations
- Worked cross-functionally with product marketing, product development, and sales to launch over 60 products within three product lines
- Nurtured relationships with customers to deliver key references for public relations, analyst relations & advertising campaigns
- Created & developed sales tools for complex IT services
- Supervised management and strategic direction of vendors

Adjunct Marketing & Public Relations Professor

September 2002 – Present

Rutgers University – New Brunswick, NJ (Center for Management Development)

2010-Present

- Integrating Digital Marketing (MBA Program)

Immaculata University – Immaculata, PA (Undergraduate & Graduate)

2002-Present

- Introduction to Public Relations; Writing for Public Relations; Issues in Public Relations; Marketing in a Global Economy; Marketing Principles & Practices; Issues in E-Commerce.

Education

B.S., Marketing, Chestnut Hill College, Philadelphia, PA

M.S., International Marketing, Saint Joseph's University, Philadelphia, PA

*****Please see my LinkedIn profile for recommendations, as well as positions prior to 2004.***