**[Social Media Business Development](https://www.postjobfree.com/resume/adzy3d/social-media-business-denver-co)**

**Location:**Denver, CO

**Posted:**September 26, 2023

**Contact Info:**

[delany1207@gmail.com](mailto:delany1207%40gmail.com?subject=Social%20Media%20Business%20Development)

[720-245-3522](tel:+1-720-245-3522)

[pdf](https://www.postjobfree.com/resume-download/adzy3d?output=pdf) [docx](https://www.postjobfree.com/resume-download/adzy3d?output=docx) [txt](https://www.postjobfree.com/resume-download/adzy3d?output=txt" \o "Download Text File)[**Email to me**](https://www.postjobfree.com/contact-candidate/adzy3d/social-media-business-denver-co?etr=)

Top of Form

Your Email: cs@advanceqt.com [change email](https://www.postjobfree.com/change-email)

**Subject:**Response to your resume Social Media Business Development

Message 

Job Description (optional) 



Bottom of Form

**Resume:**

Beth Heesters, BS

Director of Marketing and Communications

“Creativity is Intelligence Having Fun” – Albert Einstein

Delany1207@gmail.com 720.245.3522 Denver, CO https://www.linkedin.com/in/beth-heesters-thryv/

Outcome-driven analytical marketing professional with 20+ years of inspiring high-performing teams that produce sales and technology solutions. Skillfully drives business development, marketing, and sales objectives to exceed business expectations. Cultivates authentic stakeholder relationships to expand organizational blueprint to deliver outstanding and sustainable outcomes to their clients and higher ROI in meeting revenue targets

Areas of Expertise

Business Development Team Leadership Technology Sales Lead Generation & Prospecting Presentations & Proposals Cross-Selling Strategies Marketing & Advertising Recruitment & Retention Staff Training & Mentoring Corporate Communications Data Analysis, & Trends Competitive Intelligence Advertising Copy & Content Portfolio Management Stakeholder Relationships SEO & SEM Social Media Platforms PPC & CRM Social Selling Above proficiency in Google Ad-Words Analytics, Sales Force, Zoom, Canva, and Adobe Photoshop

Career Highlights

Ambassador for Make A Wish Colorado from 2006 – 2016. Various roles with event planning. Leukemia & Lymphoma Colorado – General fundraising/Ambassadorship, public speaking & advocate. Set record for most money donations not made by a corporation with two teams. Manage and build a portfolio of local partnerships through networking

PR and Event Planning with Chamber of Commerce and city entities for special events. Coordinated with community, board members & sponsors to coordinate hosting for players from all over the country

Achieved and maintains high retention levels ranking in the Top 1% of colleagues. Resulted in trial retention team designed to retain current clients

Professional Experience

Thryv, Premise Sales Division, Outside Software Consulting/SAAS Colorado & United States 2013 – Present

Executes software sales for provider of business management software. Utilizes SEO, SEM, Social Media, PPC, CRM, and analytics to market products and acquire new business. Oversees portfolio comprised of 200+ small to mid-size clients

Project execution- Lead client campaigns’ phases, build out all tasks required to fully execute multi-channel digital campaigns and juggle campaign tasks to stay on schedule and within budget. Prioritize and reprioritize tasks regularly to ensure they align with client strategy and timelines.

Development and execution of strategic marketing plans to secure new client growth, secure new business partners while managing and elevating existing client base

Directs marketing campaigns that creates awareness for growth and scaling. Liaison to C-Suite executives. Leads discussions regarding procedural roadblocks and delivers software solutions to improve client’s operations internally and communication effectiveness through automation

Manages “team-oriented” collaboration that enhances internal communication and client satisfaction

Help refine the organization’s local expansion vision and develop related communications digitally and automated through successful email and text campaigns and social media

Deliver exceptional service executing software sales, implementation & configuration workflow

For a leading provider of business management software

Freelance, Brand Management Colorado 2018 – Present

Inspires organizations across variety of sectors, crafting brand management strategies, and leverages resources to expand awareness and spur business growth. Managed accounts including real estate professionals and developers in custom steel storage business and non-profit industry

Directs communications with clients, determine marketing and advertising goals, and craft strategies to achieve objectives. Determines strategic planning around promotional materials, process improvement, and workflow initiatives

Generates and develop targeted marketing collateral and assets that deliver messages to target consumer

Distributes marketing across traditional, digital, and social media with strong understanding of content marketing and application across multiple channels

Demonstrates the ability to work within predetermined budgets, allocating resources, and maximizing content

Leads with creative thinking, empathetic listening, and expert time management skills

Greely Gray’s Baseball Organization, Creative Director – Mountain Collegiate Summer League Greeley, CO 2005-2009

Developed, implemented, and managed brand strategy for a collegiate summer baseball league

Assessed data, identified trends, developed website and crafted marketing materials to spur fan engagement and support

Secured corporate sponsorships, and maintained relationships with media partners

Leveraged brand marketing, and various marketing techniques such as newsletter communications

Manage, supervise, and coordinate all the activities of the Marketing Department to reach budget goals and generate revenue for the facility

Colorado Real Estate, Managing Broker Assistant 2002 – 2008

Managed relationships with real estate professionals during transactions to buy or sell properties primarily in residential sector, to achieve business objectives. Trusted liaison to agents to ensure an on-time closing

Coordinated contracts, paperwork, and required documentation throughout the purchase or sale of property

Created marketing materials for properties, assisted with photo shoots, selected images, and created assets to use in the MLS, online, or printed materials. Culture, vision, collaborate, best practices

Contributed as a mortgage contract auditor ensuring paperwork was properly signed, notarized, and completed

Directed marketing plans based on research and development, and expert collaboration skills

Leveraged management experience to successfully delegate tasks and lead business communications with active listening, innovation, and expert problem-solving capabilities

Additional Experience

Frontier Business Products, Account Executive - 2001

Conducted detailed technical presentations that significantly contributed to the growth of the company. Achieved 150% of sales targets. Negotiated advantageous maintenance contracts on behalf of the business. Represented the organization at trade shows or industry events. Multi-tasking, project management, acquisition, brand campaigns

Education and Certifications

BS, Bachelor of Science in Business Administration & Management – Marketing Minor

Rider University Lawrence Township, NJ

Systems and Technologies: Office Suite CRM Systems Google Ad-Words Sales Force Zoom Canva Adobe Suite Hoot Suite/ Google Analytics

Professional Certifications and Professional Development

Google Ad-Words, Certified

Sales Force, Certified

Greeley Chamber of Commerce

Women’s Development Council of Northern Colorado

Longmont Chamber of Commerce

BNI – Business Networking International

West Metro Chamber of Commerce - Tri-city Outreach

Community Leadership

Leukemia & Lymphoma Colorado

Make-A-Wish Colorado

Camp Wapiyapi (Fundraiser & Volunteer Since 2000) – sibling camp of children affected by cancer

Girl Scouts of America

Mentor and Coach 7+ years Highschool Female Athletes

Institutional Animal Care and Use Committee member 2000- Present (Important to applying laws about animal research and protocol approvals)