

# BETH GAIN

*creative marketing pro*

*elizabeth-gain.com*

## thoughtful difference

*I'm naturally skilled in creativity and highly empathetic, bringing a thoughtful difference to marketing work. I function very well with guidelines, deadlines, and budgets and I strive to meet leadership and client expectations. I can create and manage projects from scratch (by setting my own parameters) or easily join an existing project.*

*I'm comfortable in leadership roles, having led one team or another for the last 10 years. My experience spans a variety of business models, trades and products. It has been a pleasure to work with creative sales and marketing talent from around the world.*

*contact me*

*elizabeth.k.gain@gmail.com*

*+1.304.476.0037*

## education

2007

*Bachelor's - Fairmont State College*

**Marketing Communications**

2004

*Bachelor's - Fairmont State College*

**Art Structure & Applied Design**

## key skills & strengths

### Project Management

*Team leading with help from Trello, ClickUp, Asana*

### HubSpot CRM + Marketing Attribution

### Google, Microsoft, Adobe Suites, Canva

### JTBD Customer Interviewing

*For messaging and positioning*

### Copy Writing

*Conversion copy, product showcasing, case studies, email funnels, PPC ad copy, messaging house*

### Graphic Design

*Branding, social/website/blog/landing page design, coordinating design for conversion copy, publications, pitch decks, investor publications*

## references

### JOHN PEICH

*CTO Get Maine Lobster*

*john.peich@gmail.com*

### KATIE CONNATSER

*Senior Project Manager, Avero Advisors*

*kjconnatser@gmail.com*

### MONICA LACOMBE

*Marketing Director, Tenenbaum Jewelers*

*monica.lacombe@hey.com*

### JUNE COOK

*Sales Director, Extract Alpha*

*jcook@madriver.com*

## career history

### + BRAND MANAGER, B2B SAAS

Wicked Reports, LLC

Dec 2020- May 2023

*-Led both day-to-day and strategic marketing operations fueled by data-driven research, customer insights, and buyer persona messaging*

*-Provided leadership for small but mighty marketing team across all fronts including strategic ad buying, digital ad messaging, email marketing, lead scoring, lead capture, landing pages and blog content*

*-Created content and wrote copy for: long email sequences, trade-show marketing, customer trainings (agencies and eCom businesses), lead magnets, and other sales materials*

*- Tracked weekly insights for traffic analytics from all marketing and advertising efforts, reported to marketing team and leadership*

*-Aligned all creative and marketing output with company values and culture while serving as a trusted advisor to the CEO, COO, and other department leaders*

### + CREATIVE SERVICES DIRECTOR

Black Swan Holdings, LLC

July 2016- Dec 2020

*-Worked as creative services director within the holdings company for multiple brands: Robert Allen Duralée Group, Holliston, LLC, Costume Gallery/Art Stone/Motionwear, Henry & Wallace Business Development, Polar Windows, Century Building, RetailBev and other real estate entities*

*-Recruited to director due to exemplary performance as team lead graphic designer, copy writer, and marketing researcher*

*-Directed both designers and copywriters to create high quality blog copy, social media content, email campaigns, landing pages for lead gen, website edits for improved SEO, and every piece of marketing collateral you can imagine*

*-Strategized, wrote, and published influential presentations built around targeted messaging to secure business acquisitions, funding, and refinancing*

*-Continuously collaborated with team members, management, and stakeholders to ensure the company culture was well represented*

*-Sought, interviewed, and hired US based and international marketing team talent*

*-Worked within the Antifragile framework, as directed by company leadership*

### + MARKETING DIRECTOR

Learning Options, Inc. (Educational 501c3)

Jan 2011-Dec 2016

*-Coordinated marketing efforts for extra-curricular educational programming for low income students*

*-Helped build and lead programming based on real-time needs in the geographic area*

*-Created all branding identity, marketing assets, website, email marketing, etc. to ensure communications with target audience.*

*-Secured funding through grant writing and used marketing strategy to ensure grant dollars were used to stipulation*

### + MARKETING + BRANDING CONSULTANT

Contract, various

Jan 2006 - Present

*-Serviced the marketing and branding needs for a diverse industries: Real Estate, Medical, Automotive, Religious and Humanities Non Profit organizations, Arts organizations, City Governments, and Restaurants*

*-Defined communication goals and strategies to meet them by creating and leveraging high-impact collateral and compelling brand identities*

*-Elevated engagement with target demographics across multiple social media channels by capitalizing on trends and building influential content around key terms and business goals*

## other qualifications

### Product Positioning with April Dunford

(Author of Obviously Awesome!)

### SYSTM.co Coaching Program Graduate

(formerly StartUp Core Strengths for B2B SAAS teams)

### Master of Headlines, CopyHackers

### Case Study Mastery, The Copy Shop