

CATHERINE M. WEBER

5 Clifford Road, Southborough, MA 01772 | 508-523-3605

cweber@catherineweber.net | catherineweber.net | [linkedin.com/in/catherinemweber/](https://www.linkedin.com/in/catherinemweber/)

Summary of Qualifications

- Professional, innovative marketing executive with a passion for cross-channel strategic communications for fast-paced organizations including
- Skilled, passionate strategist with deep experience in planning, management, and measurement of marketing programs.
- Organized leader, collaborator, and mentor of internal teams and vendors.
- Confident, persuasive presenter and storyteller (Moth storySlam champion)

Skills

Marketing Strategy · Content Marketing · Lead Generation · Media Relations
Project Management · Social Media · Website Management · Media Relations Team & Budget · SEO Management · Event Production · Webinars · Podcasts Training Design and Delivery · Video Production · Design · Experienced Leader

Tools and Platforms

Hubspot · Salesforce · GoToWebinar · On24 · Adobe Creative Suite · Wordpress · Drupal · Canva · Google/Facebook/Instagram Ads · LinkedIn Facebook · Twitter · Instagram TikTok · Google Analytics · Google Suite Zoom Teamwork · Asana · Slack · Intercom

Professional Experience

Director of Marketing Communications, Medrio, Inc. (02 - 09/2022) (Mass layoff)

- Developed team of marketing professionals: Results: recruited and onboarded professional team of writers, digital and creative professionals, operations and media agencies
- Developed and executed campaigns targeted to drive high-value customers
- Coordinated SEO, digital marketing, social media, design, email marketing, creative in collaboration with product and segment marketing teams
- Produced video testimonial series with interviews of key company thought leaders
- Built reporting and lead score cards in collaboration with Marketing Ops
- Executed large marketing automation projects: Spearheaded migration from Marketo to Hubspot, lead team coordinating foundational project management in Asana, oversaw corporate website re-platform, and developed webinar best practices.

Director of Marketing, Alpha Analytical Environmental Lab, Westborough, MA (05/2018- 02/2022)

Oversaw strategic marketing program for \$65 million dollar environmental laboratory including internal team and vendors.

- Managed corporate brand and all customer-facing marketing activities including an extensive calendar of seminars, workshops, webinars, and trade shows.
- Created a on-demand training program including identifying platform, creating training modules, and developing marketing strategy.
- Developed content marketing program & produce blog posts, videos, email & sales tools.
- Spearheaded company-wide initiatives including redesigning the customer portal, training customer-facing staff on social media skills, launching an employee blog, and instituting marketing automation tools (Hubspot, Salesforce, GoToWebinar, and Teamwork).
- Designed and delivered marketing metrics scorecards to measure marketing ROI. Manage team of staff and vendors.

Director of Marketing, Boston Analytical Pharmaceutical Testing Lab, Salem, NH
(Temporary parallel role with Alpha Analytical, 05/2018- 12/2018)

- Oversaw all aspect of marketing communications and lead generation. Managed budgets, strategic initiatives, websites/blogs, trade show schedule, webinars, video production, email programs, and marketing associates

Marketing Consultant, (04/2017- 05/2018) Created marketing programs for a varied list of clients.

Marketing Lead, Aquent Gymnasium Learning Platform (01/2016 – 04/2017)

Developed a comprehensive communications strategy for Aquent's online training company targeted to enhancing the skills of adult learners worldwide. Accomplishments include:

- Developed an email program that migrated more than 20,000 users to new training platform
- Developed and implemented a series of thought leadership events for the web design and development community.
- Generated blog posts, social content, and email campaigns that continuously grow registrations and enrollments for online classes.
- Developed detailed analytics reports demonstrating reach and engagement

Director of Marketing, Skinner Auctioneers & Appraisers (01- 12/2015)

Responsible for overseeing all marketing activities at Skinner, including photography team, catalog and advertising production, website management, public relations, social media, and content marketing for New England's largest auction house.

Accomplishments include:

- Overseeing marketing and public relations for a special auction of MBTA murals which generated local and national press and resulted in the sale of murals at nearly three times their high estimate
- Introducing cost-saving advertising programs that extend the reach of Skinner's brand
- Writing RFPs and overseeing creative and public relations vendor acquisition
- Developing new systems for managing deadlines and editorial calendar
- Delivering social media training to staff to broaden reach of knowledgeable experts

Founder and President, Weber Media Partners 2001- 2015

Managed interactive marketing company with expertise in social media and interactive marketing strategy and program delivery to a variety of business, government and not-profit clients. Inbound and outbound digital marketing programs include messaging, persona development, content strategy, planning, blog and website strategy and creation, social strategy, organic and paid advertising.

Clients include: Lahey Clinic, Bose Corporation, VFA, Inc, Novartis, Perkins Elmer, Boston Medical, CSC Consulting, William Raveis Real Estate and Insurance, Conservation Services Group (recipient of 3 EPA awards), the National Park Service, Boston Harbor Islands (2010 MITX award finalist), Dogwatch Hidden Fence Systems, Ecotarium, Boston Light and Sound (2006 MITX award finalist), Top of the Hub Restaurant, Anthony Quinn Foundation, and Davis Museum at Wellesley College.

Education

- University of Massachusetts, Boston. MA in Critical and Creative Thinking, focus on adult learning
- Emerson College, BA in Communications
- Massachusetts College of Art, Coursework in Graphic Design

Training, Presenting and Facilitation

- Frequent speaker and educator on digital marketing subjects for professional organizations including the *American Marketing Association, Boston*, Geek Girl Technical Conference, *Search Engine Marketers New England (SEMNE)*, the *Center for Non-Profit Leadership*, Thomson University, among others.
- Prizewinning storyteller, poet, and artist. Moth StorySLAM Champion (<http://www.themoth.org>)