

CATHERINE M. WEBER

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Summary of Qualifications

- A professional, innovative digital marketing executive passionate about cross-channel strategic communications for fast-paced B2B organizations.
- Skilled 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 (Three-time Moth storySlam champion).

Skills

Digital Communications Strategy · AI Tools and Technologies · Content Marketing · Lead Generation
Media Relations Branding · Project Management · Social Media · Website Management · Media
Relations Team & Budget · SEO · Event Production · Webinars · Podcasts · Training Design and
Delivery · Video Production · Graphic Design · Experienced Leadership and Coaching

Tools and Platforms

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

Professional Experience

Marketing Director, ThinkLite Air (5/1/2023 - present)

Oversee all marketing activities for Indoor Air Quality monitor and purifier manufacturer. Launched the ThinkLite Air brand including:

- Developed and rolled out brand guidelines across digital, print, and tradeshow materials
- Lead strategic website overhaul to position the company's air offerings.
- Oversee content strategy including large-form content, blogs, email campaigns, and social media
- Launched a 30-day Trial lead generation program
- Manage marketing team and vendor relationships

Digital Marketing Consultant, Weber Media Partners (09/2022- 04/2023)

Evaluate, advise, support, and lead digital marketing for B2B, B2C, and not-for-profit organizations.

- Develop messaging, branding, and positioning
- Build teams of internal and vendor resources
- Create measurable demand generation campaigns and metrics scorecards

Program Director, Art on the Trails, Southborough Open Land Foundation (2017- present)

Develop and oversee public art program promoting the use of conservation land that drives hundreds of new regional visitors to Beals Preserve in Southborough, Massachusetts, and educated them about the conservation of public land and the value of preserving it.

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

- Recruited and onboarded a team of marketing professionals
- Developed and executed campaigns targeted to drive high-value customers
- Owned SEO, digital marketing, social media, design, email marketing, and creative
- Produced video testimonial series with interviews of key company thought leaders
- Executed large marketing automation projects including migration from Marketo to Hubspot

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

Oversaw strategic marketing program that propelled company growth from \$43 to \$65M

- Managed corporate brand and all customer-facing marketing activities including an extensive calendar of seminars, workshops, webinars, and trade shows.

- Created an on-demand training program including identifying a platform, creating training modules, and developing a marketing strategy.
- Developed content marketing program & produced blog posts, videos, emails & 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 a team of staff and vendors.

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 to enhance adult learners' skills worldwide. Accomplishments include:

- Developed an email program that migrated more than 20,000 users to the 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 the reach of experts

Founder and President, Weber Media Partners 2001- 2015

Managed a digital marketing company. Delivered digital marketing strategy and programs to a variety of business, government, and non-profit clients. Inbound and outbound digital marketing programs include messaging, persona development, content strategy, planning, blog and website strategy and creation, social strategy, and organic and paid advertising.

Clients included Bose Corporation, VFA, Inc, Novartis, Perkins Elmer, Boston Medical, CSC Consulting, William Raveis Real Estate & Insurance, Conservation Services Group (3 EPA awards), the National Park Service (including Frederick Law Olmsted National Historic Site and Longfellow House), Boston Harbor Islands (2010 MITX award finalist), Dogwatch Hidden Fence Systems, Lahey Clinic, Ecotarium, Boston Light and Sound (2006 MITX award finalist), Top of the Hub Restaurant, Anthony Quinn Foundation, & 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 and social for professional organizations. Organizations include the *American Marketing Association, Boston*, Geek Girl Technical Conference, *Search Engine Marketers New England (SEMNE)*, *the Center for Non-Profit Leadership*, and Thomson University.
- Prizewinning storyteller, poet, and artist. Three-time Moth StorySLAM Champion