

CATHERINE M. WEBER

Southborough, MA 01772 | 508-523-3605

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

Summary of Qualifications

Creative digital marketing communications leader with 15+ years of experience. Solid skills, knowledge, and experience in all aspects of marketing including digital, brand, print, tradeshow, website design and production, content creation, and social media including planning, management, and measurement of creative marketing programs. Currently seeking a new career opportunity with a B2B organization as a Marketing Director in the Boston area or remote role.

Skills

Digital marketing strategy · SEO · PPC · Analytics · Marketing automation · Excellence in content strategy and creation · Lead generation · Project management · Social media · Website management Agency experience · Experienced leader and coach

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 · Grammarly · ChatGPT

Professional Experience

Marketing Director | ThinkLite Air | Natick, MA | May 2023 to December 2023

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 the website, assets digital, print, and tradeshow materials resulting in a cohesive visual presentation of the ThinkLite Air brand
- Oversee content strategy including large-form content, blogs, email campaigns, and social media resulting in a regular, industry-relevant content pipeline that converted to leads
- Designed multiple lead generation programs including a completely revamped 30-day Trial lead generation program that converted prospects to MQLs

Digital Marketing Consultant | Weber Media Partners | September 2022- May 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 | March 2017-present

- Develop and oversee a 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.
- Raise funds through grant writing and sponsorships, hire and manage a team of professionals and volunteers, including art and poetry jurors, designers, and printers, and collaborate with non-profit organizations, town officials, and community groups to organize public events
- Promote calls for art and poetry, events, and ongoing exhibitions through web, social, and email campaigns delivering national and regional attention and participation

Director of Marketing Communications | Medrio | February - September 2022

- Recruited and onboarded a team of marketing professionals who developed and executed digital marketing campaigns targeted to drive high-value customers that encompassed SEO, social media, design, email marketing, and creative
- Produced a series of video testimonials with interviews of key company thought leaders to raise brand awareness and support recruitment.
- Executed large marketing automation projects including migration from Marketo to Hubspot in partnership with outside vendors which resulted in highly detailed lead scoring

Director of Marketing | Alpha Analytical | Westborough, MA | May 2018 - February 2022

- Oversaw strategic marketing program that propelled company growth from \$43 to \$65M through an extensive calendar of educational webinars, workshops, seminars, trade shows, content creation, email programs, and sales tools.
- Produced an on-demand training program that supports the continuous flow of MQLs
- 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) for improved customer relationships and sales operations.

Marketing Consultant | Southborough, MA | April 2017- May 2018

Created marketing programs for a varied list of clients.

Marketing Lead, Aquent Gymnasium | Boston, MA | January 2016 - April 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 that generated an influx of MQLs and eliminated the need for paid media
- Generated blog posts, social content, and email campaigns that continuously grow registrations and enrollments for online classes.

Director of Marketing | Skinner Auctioneers | Marlborough, MA | January - December 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.
- Oversaw 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
- Introduced cost-saving advertising programs that extend the reach of Skinner's brand

Founder and President | Weber Media Partners | September 2008 - December 2015

- Managed a digital marketing company. Delivered digital marketing strategy and programs to various 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 include 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. Masters of Arts in Critical and Creative Thinking
- Emerson College, Bachelor of Arts in Communications

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