CATHERINE M. WEBER

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MARKETING & DEVELOPMENT COMMUNICATIONS | COMMUNITY ARTS | STORYTELLING

SUMMARY

Writer, storyteller, and hands-on marketing leader with 15+ years of experience building integrated marketing programs that grow enrollment, attendance, and revenue, and more than 20 years of roots in Greater Boston's cultural community. Helped launch three cultural institutions (the Newton Free Library, the Davis Museum at Wellesley College, and the Southborough History and Arts Center), directs a juried outdoor sculpture exhibition now in its 10th season, and taught encaustic painting at the New Art Center. Moth-trained storyteller who sets the strategy, writes the copy, runs the calendar, and reports the results. Brings nonprofit mission focus together with the measurement discipline of B2B email, CRM, and analytics.

CORE COMPETENCIES

Integrated Annual Marketing Plans · Copywriting, Editing & Proofreading · Development & Sponsorship Communications · Email & Newsletter Marketing · Social Media & Community Growth · Class, Exhibition & Event Promotion · Brand Voice & Visual Identity · Press Relations · Website Content (WordPress) · Campaign Analytics & Reporting · Vendor & Volunteer Coordination · Team Recruiting & Mentoring

CULTURAL & COMMUNITY LEADERSHIP

Southborough History and Arts Center (SHAC), Fayville Hall | Marketing & Gallery Director 2025–Present

- Helped launch a new community history and arts center; lead marketing, gallery programming, and community outreach.
- Program and promote a year-round calendar of exhibitions by regional artists, including group, two-person, and historical shows, with opening receptions and artist events.
- Produce community events including a holiday craft fair, a Joiner Fair that connects residents with local organizations, and the Crossroads Storytelling Event.
- Manage brand identity, website content, email, social media, and outreach for rentals and volunteers.

Art on the Trails, Southborough Open Land Foundation | Program Director 2017–Present

- Direct a juried outdoor sculpture exhibition on conservation land, now in its 10th season (2026 theme: "Time in the Landscape"); manage the artist call, jurors, installation, and public programs.
- Write press releases, artist communications, and promotional content, including the announcement of Southborough Community Fund grant support.
- Built a replicable, no-cost-to-host model, now being presented to the Massachusetts Land Trust Coalition as a resource for member land trusts.

Cultural Arts Council | Member 2006–Present

- Twenty years of service supporting local arts and cultural programming.

Community Organizer & Storyteller | MetroWest Boston Ongoing

- Moth-trained storyteller; produce and perform in storytelling events and organize events that bring community organizations together.

New Art Center, Newton | Encaustic Instructor 2018–2019

- Taught encaustic painting classes.

PROFESSIONAL EXPERIENCE

iCIMS *(talent acquisition software)* | Fractional Demand Generation Manager Aug 2026–Present

- Write and run email and webinar programs that drive net-new pipeline.

UKG *(workforce management software)* | Demand Generation Program Manager (Contract) Apr 2025–Apr 2026

- Wrote and ran multi-touch email programs for vertical markets in Eloqua and Salesforce; influenced $166M in pipeline and $27M in closed sales.
- Built dashboards and executive reports tying marketing activity to revenue.

The Women's Edge *(women's leadership nonprofit)* | Fractional Director of Marketing Sept 2024–Mar 2025

- Wrote press releases, blog posts, social content, presentation decks, and website copy (WordPress).
- Co-produced the Top 100 Women-Led Businesses awards breakfast for 750 guests.

- Produced the Women's Leadership Impact Study, using gated content to generate sponsorship leads.

InterActive Circle | Fractional Director of Marketing Dec 2023–Oct 2024

- Designed integrated inbound, outbound, and paid programs across seven agencies; built automated nurture programs in Zoho CRM.

ThinkLite Air *(IoT / air quality technology)* | Fractional Director of Marketing Apr 2023–Dec 2023

- Launched a new technology brand; built its messaging, webinars, and gated content programs.

Medrio *(clinical trial software)* | Director of Marketing & Communications Feb 2022–Sept 2022

- Recruited and managed a marketing team across SEO, email, content, design, and automation.
- Led the migration from Marketo to HubSpot; produced thought leadership video campaigns.

Alpha Analytical Labs *(environmental testing lab, acquired by Pace)* | Director of Marketing May 2018–Feb 2022

- Built a full-funnel marketing program from the ground up (webinars, workshops, content, email automation, and events), helping grow revenue from $43M to $65M ahead of acquisition.
- Created on-demand educational training programs that generated a steady flow of inbound interest; grew the company's LinkedIn audience fourfold.

Boston Analytical *(pharmaceutical testing lab)* | Director of Marketing May 2018–Dec 2018

Aquent Gymnasium | Director of Marketing 2016–2017

- Built thought leadership and inbound programs that replaced paid media and sustained lead growth.

Skinner Auctioneers *(fine art and antiques auction house)* | Director of Marketing 2015

- Led integrated marketing and PR campaigns that earned national press coverage and lifted revenue.

Weber Media Partners | Founder & President 2004–2015

- Built an award-winning digital marketing agency serving Bose, Novartis, the National Park Service, Boston University, and others.

EARLIER CAREER

Davis Museum and Cultural Center, Wellesley College | Marketing Director 1993–1994

- Led marketing for the opening of the museum's new building.

Newton Free Library | Marketing Director Early 1990s

- Led marketing for the opening of the new Newton Free Library in 1991.

EDUCATION

University of Massachusetts Boston, Master of Arts, Critical and Creative Thinking

Emerson College, Bachelor of Arts, Communications

TOOLS

HubSpot · Salesforce · Eloqua · Zoho · Google Analytics · Power BI · WordPress · Drupal · Meta Business Suite · LinkedIn Ads · Google Ads · SEMRush · Asana · Monday · Workfront · GoToWebinar · Microsoft Office