

Beth L. Lowe

615-594-6225 • beth@itsbethlowe.com • linkedin.com/in/bethlucillelowe • itsbethlowe.com • Nashville, Tennessee

Innovative and collaborative digital marketing strategist with extensive client, agency, and corporate experience in B2B/B2C. Ability to think comprehensively and proactively about brand marketing strategy and deliver data-driven programs that positively impact customer experience.

- Marketing strategy
- Brand management
- Qualitative and quantitative research
- Insight generation and strategic analysis
- Customer experience
- Multichannel marketing

PROFESSIONAL EXPERIENCE

VANDERBILT UNIVERSITY MEDICAL CENTER

Managing more than 2 million patient visits each year, Vanderbilt University Medical Center (VUMC) is one of the largest academic medical centers in the Southeast. Service lines include Women's Health and Children's.

Market Development Manager, Strategic Marketing

Nashville, Tennessee 2018 – Present

- Developed, implemented and evaluated integrated marketing strategies, supporting the growth of Vanderbilt's entities, services and engagements targeting consumers as well as referring physicians.
- Contributed to improvement and work across transverse, cross-functional teams to improve processes and procedures for planning, development, measurement and reporting analytics.
- Designed and managed new patient conversion strategies and campaigns, tracking ROI and optimizing programs to increase YoY impact.
- Managed development and launch of web properties, coordinating content development and creation with internal and external stakeholders.

PYXL

A full service digital marketing firm dedicated to delivering results-driven digital marketing services to B2B/B2C nationwide brands such as Hiller, QTS, Whirlpool, and Delta Dental.

Creative Director (Marketing Strategy)

Nashville, Tennessee 2017 – 2018

- Managed and mentored a cross-functional team of 13 professionals, comprised of communications, design, and web development, operating as a mini agency within Pyxl to deliver services to clients.
- Responsible for defining, executing, and evaluating marketing strategies that enabled the continuous creation and delivery of exceptional customer experiences.
- Oversaw development and finalization of all campaign assets, from planning (tactical plans, segmentation and targeting strategies, email strategy), to tactic development (content creation and design of social media, PPC, SEO, website process), and through fruition (measurement development, data analysis and insight generation).
- Identified upsell opportunities with existing clients and contributed to campaign pitches and RFI/RFP responses for future clients.
- Managed budget and client billing process totaling \$1M in revenue and annual PPC budgets of \$1.2M.

CLOSERLOOK, INC.

A digital marketing agency focused on helping pharmaceutical brands build and maintain relationships with their customers by developing efficient and effective marketing strategies. Therapeutic areas included metabolic and CNS, targeting primary care and specialty.

Senior Strategist

Chicago, Illinois 2016

- Performed research, internal audits, and competitive analyses to create brand and content strategies that optimized customer touchpoints to ensure a consistent voice, leading to bottom line impact.
- Led strategy for the digital marketing operations unit tasked with driving innovation and optimization across multiple brands ranging from launch to mature lifecycle stages totaling revenue over \$15M.
- Generated data-driven insights that informed digital and CRM strategies with performance forecasts for a 35% increase in open rate, a 54% increase in click through rate and a 35% cost reduction, all resulting in a 6:1 ROI.
- Built and presented strategic plans to both internal and client stakeholders that included targeting, messaging, channel, and cadence recommendations to create an omnichannel customer experience.
- Collaborated across all agency competencies, including account, project management, analytics, tech, and creative, to apply research, target insights and market analysis in support of creative and technical development, CRM programs and integrated marketing programs.

SCHNEIDER ELECTRIC

The global specialist in energy management and automation provides customers in over 100 countries with connected technologies and solutions to manage their energy and process in ways that are safe and sustainable.

Customer Experience Producer, Digital Customer Experience Schaumburg, Illinois 2014 – 2016

- Designed and executed test plans through customer survey and outreach to capture needs, desires, and reactions to enhance CX and ensure a quality product was developed prior to mass distribution.
- Deployed high-touch, high-tech customer experience plan resulting in \$14M in revenue across 11 territories.
- Utilized analytical skills to acquire customers and drive brand preference resulting in \$5M in incremental sales.
- Used market research to acquire customers, yielding 2k registered users and \$20M pipeline.
- Generated 3x increase in quotations, 2.2x more order frequency, and 42% hit rate through customer interactions including cold calling, trainings, and events.
- Managed external agencies and internal resources in content development and event execution.

Senior Marketing Specialist, Channel Marketing Nashville, Tennessee 2011 – 2014

- Created, managed, and executed marketing programs for wholesale, catalog, and retail distribution channels.
- Launched digital drip marketing campaign with 4x customer growth and tripled distributor participation.
- Established a test/learn/refine framework with customer facing websites, emails, and scripting to provide better customer usability and experience.
- Wrote content and led development of distributor newsletters, directly increasing open rate from 15% to 27%.
- Managed \$300,000 budget for direct marketing and email campaigns, integrated web, digital and social media.

Senior Marketing Specialist, Electric Vehicle Nashville, Tennessee 2010 – 2011

- Developed marketing messaging and led generation for launch of electric vehicle charging stations utilizing web, collateral, advertising, public relations, and event planning.
- Worked cross functionally with teams and distribution channels to understand target audiences, market trends, and product applications, driving for continuous improvement.

TMP WORLDWIDE ADVERTISING & COMMUNICATIONS

The global leader in talent acquisition technologies, TMP has revolutionized the way companies and candidates connect.

Project Manager Atlanta, Georgia 2007 – 2010

- Managed and developed strategic solutions, including creative, writing content, interactive solutions, social media strategies, email marketing campaigns, media negotiations, employer branding, and billing.
- Produced several applicants for clients, resulting in numerous company hires.
- Diversified and grew accounts to ensure client retention through campaign management and strategic planning.
- Satisfied clients through excellent customer service and effective account team management.
- Successfully managed more than \$6M in billings for multiple clients' recruitment advertising budgets.

TULA COMMUNICATIONS

A boutique marketing and communications agency. Client experience included FOX Sports Grill, Sony Wonder, Hands On Network, Miller Brewing Company.

Account Manager Atlanta, Georgia 2005 – 2007

- Secured media coverage of consumer events for TV and radio, resulting in more than \$75,000 of non-paid media.
- Planned, created, and coordinated events while interacting with clients and vendors.
- Managed three promotional staff members in activation of 16 accounts over the course of three months.

EDUCATION

Albion College

Bachelor of Arts, Economics and Management
Bachelor of Arts, Spanish

Albion, Michigan

The Center for Cross-Cultural Study

International Business and Spanish study abroad program

Seville, Spain