

BETH HEESTERS 720-245-3522

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PROFESSIONAL Marketing and Business Development Experience:

2013- Present: Premise Sales division Outside Software Sales SAS Thryv Denver/Northern CO

(Print and Digital Advertising)

- Consistently top of sales ranking reports top 10% sales exceeding quotas and promoted 3X within 3 years, Emerging Leader, Mentor & Union Steward
- Work closely in fast paced environment and coordinate with Product, Campaign and Customer Care teams to manage campaigns and ensure successful ROI for Clients and up-sell, focus small/medium business
- Software sales, SEO, SEM, Social Media, PPC and CRM sales and analytics, social selling, Google Ad-words certified, Sales Force Certified

PROFESSIONAL STRENGTHS/RESPONSIBILITIES

20 + years B2B sales and marketing with progressive innovative companies

- Responsible for developing and executing sales strategies that result in revenue, profitability & up-selling while overseeing marketing analysis and reporting activity relative to expectations of clients
- Success outbound prospecting, engaging and acquiring new business with small-mid market sized companies delivery in-person, phone and webex
- Developing custom presentations w complete ROI analysis and demonstrations
- Develop relevant content for print and on-line, including websites
- Development of brand strategies in support of client business goals, and the subsequent tactics to activate those strategies.

Recent Other Professional Experience-

2002-2007 Colorado Real Estate broker license and Managing Broker assistant

2003-2007 Greeley Grays Baseball Organization/Mountain Collegiate Summer League (Marketing Director)

- Brand management, program strategy
- Oversee marketing analysis and reporting activity relative to activities and modify program elements to provide the best overall strategy and profit scenarios
- Negotiate and selling corporate sponsorships, PR corporate event planning

1995-2000 Frontier Business Products

Account| executive digital networking specialist /Outside sales/B2B, copiers, faxes -clients corporate

July 2005 - 2015: Cherry Creek District High school Field Hockey Coach P/T & special needs sub

EDUCATION & PROFESSIONAL MEMBERSHIPS

Rider University Lawrenceville, NJ (*Four year athletic/academic scholarship*)

BS Business Administration and Management

[Greeley Chamber of Commerce](#) [Women's Development Council of Northern Colorado](#)

[Leukemia & Lymphoma Colorado](#) , [Make-A-Wish Colorado](#), [Camp Wapiyapi](#) (Fund raiser and volunteer since 2000)