

# jodi beuder

Jodi Beuder • 775.745.6390 • jodi@jodibeuder.com

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## Summary of Qualifications

*Over 13 years experience in planning, designing and executing integrated marketing communications for B2B and B2C campaigns through end-user demand/lead generation, product launches, collateral systems, print and radio advertising, video, Web, packaging, channel/sales tools, trade shows/events, PR, point-of-purchase materials and promotional programs. Built Marcom Departments from the ground up.*

## Experience

*2006 – Present      Jodi Beuder Consulting and Design      [www.jodibeuder.com](http://www.jodibeuder.com)*

### **Freelance Marketing Consultant and Designer**

- Consult businesses with marketing and public relations needs
- Offer design services (logo, website, company collateral, etc)

*2009 – Present      Reno Family Examiner      [examiner.com](http://examiner.com)*

### **Writer**

- Parenting and Family advice and local events

*2009 – Present      Demand Studios      [demandstudios.com](http://demandstudios.com)*

### **Writer**

- Content writer for multiple content sites i.e. eHow, Livestrong and YouTube
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*2007-2009      Skagen Designs, Ltd.      Reno, NV*

### **Marketing Communications Manager**

- Managed Global, Regional and Local Sales Promotions
- Developed annual company Marketing Communications Plan
- Managed PR consultants and execute PR editor and sponsorship events; managed PR agency relationship
- Managed company Trade Show exhibits
- Developed new Website plan and execution, grew sales from 2007 to 2008 by 20%; 140% growth during the holiday season
- Developed and executed all email and e-commerce campaigns
- Wrote and produced bi-monthly global company newsletter
- Managed department budgets – under budget for all lines in 2008
- Company copywriter for all communication efforts, from catalogs to Website to press releases & more
- Developed presentation and presented seasonal plans for global marketing in global summits bi-annually to all company managers and owners
- Managed staff of three

*2002 – 2006      Silicon Quest International      Reno, NV & Santa Clara, CA*

### **Marketing Manager**

- Managed all marketing campaigns
- Created and launched company's first Marketing Plan & Department
- Launched online marketing campaigns, increasing traffic to site by 200%
- Launched new website & shopping cart function
- Launched PR campaign for company, managed trade show events
- Designed marketing collateral

*See Page Two for more...*

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## Experience, cont'd

2000 - 2002      *PETsMART.com*      *Pasadena, CA*

### Marketing Analyst

- Managed strategic online partnerships contributing to success of major e-commerce business
- Measured partnership success and performance
- Managed major marketing partner program
- Created monthly HTML email newsletter
- Developed new marketing strategies and promotions
- Analyzed effectiveness of standard and specialized online marketing partnerships
- Negotiated marketing partnership contracts, rates and placements
- Managed specialized marketing partnerships, measure effectiveness of strategies

1997 - 2000      *American Film Institute*      *Los Angeles, CA*

### Membership Coordinator

- Directed successful Membership program for prestigious non-profit film institute
- Managed direct mail program, sending over 1MM pieces per fiscal year
- Oversaw departmental budget
- Directed major annual phonathon fundraisers
- Created new Website area for Membership program
- Managed staff of one, plus seasonal volunteers
- Developed online communication arena for Members
- Created toll-free hotline communication system for Institute

## Education

1997      *University of Redlands*      *Redlands, CA*

### Bachelor's Degree, English: Creative Writing

- Dean's List
- Attended Akademie für International Bildung in Bonn, Germany in Spring of 1995

## Certificates

Earned training certificates in Employee Management (Nevada Association of Employees), Project Management (TMCC), Email and Newsletter Writing (National Seminars Group), Business Writing (Rockhurst Training), Illustrator I and II (New Horizons)

## Skills

Public Relations, Advertising and Media Buying, Business Writing, EMMA Email Marketing Software, Microsoft Office (Word, Excel, Access, PowerPoint, Outlook), Microsoft FrontPage, Adobe Illustrator, HTML, Great Plains, Dynamics & 4D (database software), FTP, Serif Design, WWW, Web-based Software Programs

## Interests

Writing, Creative Design, Reading, Travel