

Bethanie Steele

Business Strategist and Marketing Manager



Cincinnati, OH



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CORE COMPETENCIES

Planning and Organizing

Omni-Channel

Social Media

SEO optimization

Copywriting (Blogs)

Marketing Management

Excellent Communication

Flexible

Quick Thinker

Highly Adaptable

Problem Solver

Friendly

Team Worker (Collaborative)

Digital Strategy

Brand Development

Content Creation

Cross-Functional Leadership

EDUCATION

Cleveland State University
2014 – 2018

BACHELOR'S DEGREE
Communications

BACHELOR'S DEGREE
Film and Digital Media

MINOR STUDIES
Marketing

PROFESSIONAL PROFILE

Results-driven Marketing Manager with expertise in creative strategy, digital optimization, and brand growth across multiple consumer-facing businesses. Known for blending analytical decision-making with storytelling to develop high-impact campaigns that increase visibility, conversions, and revenue. Skilled at managing cross-functional teams, building customer journeys, and executing omnichannel strategies that consistently outperform benchmarks. Seeking an opportunity to bring strategic leadership, creative direction, and data-backed marketing solutions to a dynamic, growth-focused brand.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, FULL-TIME

2022 – PRESENT

Cincinnati, OH

Lead strategic marketing initiatives for a parent company and multiple sub-brands. Implemented new digital channels and workflow optimizations that increased sales by 10% YoY and improved conversion rates by a combined 25%. Collaborate with Operations, Wholesale, and Customer Service to align goals, KPIs, and customer experience.

Key Achievements & Responsibilities

- Improved DTC eCommerce performance through overseeing UX/UI enhancements, increasing conversions by 12% for multiple websites and online revenue by over \$100k.
- Developed and executed omnichannel marketing (email, SEO/SEM, paid media, social), growing traffic and lead generation
- Led creative development: product design, packaging, print collateral, and video production.
- Managed loyalty, referral, influencer, affiliate, guerrilla, and content marketing programs to raise retention/LTV
- Create UTMs and implement tracking to improve ROI visibility and budget efficiency.
- Built personas and customer journeys, optimizing funnel performance between mediums.
- Set annual sales and campaign calendars, managed budgets, and oversaw brand consistency across channels.
- Manage, create, and implement campaigns and oversee project to completion.

Tools: SEMrush, AnswerThePublic, WooCommerce, Google Tools, Microsoft Suite, Brevo, AI, Adobe.

BUSINESS DEVELOPER, START UP

2023 - 2024

Collaborated and partnered with executives to build a medical-sector startup from concept through launch. I worked to develop, strategize, and plan the entire brand with the CEO, CMO, and CFO.

- Conducted market and competitor research identifying over a billion dollars new revenue opportunities.
- Co-developed business plan, executive summary, profit models, and GTM strategy.
- Built brand strategy, messaging, and early marketing materials.
- Negotiated vendor pricing and contracts, reducing projected costs and accountability.
- Coordinated planning, brand development, and website launch before venture discontinued due to FDA cost barriers.
- Product/Consumer Spec Video

BUSINESS OWNER, PRODUCER

2020 - 2023

Cleveland, OH

Began my own videography business from scratch using my education, experience, and entrepreneurial spirit. I worked with many clients to film beautiful weddings or business advertisements from pre to post production!

- Director/Producer experience
- Writing/Storytelling
- Coordinated all bookings and workers for projects
- Increased Brand Awareness for small business by the thousands.