

# BETH STEWART

Innovative Marketing Leader

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## SUMMARY

Accomplished communications and marketing professional with more than 15 years' experience leading integrated, multi-channel campaigns that drive engagement and transform stakeholder experiences in health care environments. Proven track record of strategic leadership—from managing marketing and creative direction for national events to executing data-driven campaigns that elevate brand reputation and drive revenue.

## CORE COMPETENCIES

- Integrated Strategic Communications
- Earned Media & Digital Engagement
- Team Leadership & Creative Direction
- Data-Driven Campaigns & Analytics
- Stakeholder & Vendor Relations

## EXPERIENCE

### MARKETING DIRECTOR / Academy of Managed Care Pharmacy (AMCP)

April 2020 – May 2025

- **Strategic Campaign Leadership:** Developed and executed multi-channel communications campaigns—including digital, social, email, and traditional media—that drove and met conference registration goals.
- **Creative & Operational Oversight:** Directed the creative vision for national meetings by leading cross-functional teams and managing external creative partners, ensuring campaigns resonated across diverse health care audiences.
- **Revenue-Generating Initiatives:** Conceptualized and implemented a membership acquisition campaign that not only strengthened stakeholder loyalty but also generated \$22,000 in revenue, reflecting a deep understanding of health care messaging that motivates action.
- **Data-Driven Communications:** Led cross-functional teams during the transition from Higher Logic to HubSpot by creating a robust email marketing automation infrastructure, facilitating key stakeholder meetings, and collaborating with IT and implementation partners. This initiative drove a 23% boost in engagement rates through advanced segmentation and analytics.
- **Integrated Media Execution:** Coordinated retargeting and digital campaigns that supported earned media strategies, amplifying AMCP's voice in health policy discussions and elevating AMCP's reputation among health care professionals and policymakers.
- **Leadership Successes:** Coached junior team members in launching diverse marketing campaigns by assessing strengths, bridging skill gaps, and nurturing leadership to boost internal capacity.
- **Campaign Development:** Crafted and executed a strategic marketing communications plan for a virtual education event, surpassing registration targets by 27% and generating \$4,000 in revenue.
- **Member Retention & Engagement:** Spearheaded a campaign to elevate AMCP member visibility—boosting retention and engagement—by leading a cross-functional team to identify and interview members, which culminated in the launch of the "[AMCP Member Voices](#)" video and social media series.

### DIGITAL MARKETING MANAGER / Astound (formerly RCN)

January 2016 – January 2020

- **Social Strategy and KPI Achievement:** Developed corporate social media strategies for 12 profiles across three brands, achieving a 15% increase in engagement across channels through clearly defined KPIs and regular performance tracking.
- **Content and Campaign Execution:** Collaborated with creative agencies to produce high-impact content for social media,

email marketing, and landing pages, directly contributing to tangible increases in online engagement and conversion metrics.

- **Budget-Savvy Outreach:** Managed an annual advertising budget of \$15k, ensuring optimized spend that significantly bolstered user engagement, follower growth, and overall social reach.

## **MARKETING MANAGER / Funnel Clarity (Formerly VORSIGHTBP)**

October 2014 – January 2016

- **Traffic and Engagement Growth:** Created and deployed daily web content that increased organic web traffic by **75%** within six months through targeted SEO strategies and consistent content refresh initiatives.
- **Successful Digital Launches:** Designed and executed content marketing campaigns—including product launches on digital channels like Twitter, LinkedIn, and company blogs—using HTML, CSS, and concise calls-to-action to drive measurable audience response.

## **MARKETING ASSOCIATE / VORSIGHT**

May 2011 – October 2014

- **Influencer Engagement and Content Curation:** Identified and collaborated with key industry influencers to expand a guest blogger library, enhancing the depth and reach of digital content.
- **Creative Project Support:** Assisted in overhauling web design projects, leading stakeholder sessions and A/B testing calls-to-action in email campaigns—improving conversion rates through data-driven insights.
- **Visual Content Development:** Designed impactful digital materials (infographics, brochures) using Illustrator and HubSpot that directly supported overall campaign effectiveness.

## **EDUCATION**

### **B.S. in Communications**

University of Tennessee – Knoxville

### **Certified Digital Marketing Expert**

Digital Marketing Institute