

# SHANNON L. KETVERTES

Marketing Director | Strategist | Brand Expert | Creative Designer & Communicator | Revenue Driver

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## PROFESSIONAL SUMMARY

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Sales-minded, visionary digital marketing leader with proven results driving revenue and building brand equity through innovation. Expertise in creating and executing ground-up marketing plans to target markets, identify and communicate differentiators and develop unique customer programs that increase loyalty and sales. An engaging, energetic leader with a career in marketing leadership positions, spanning a wide range of business-to-business and business-to-customer industries. Award-winning public relations and video with exceptional storytelling ability developed through a background as a news reporter - now used to help companies convey their story and stand out.

## INDUSTRIES

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*Consumer and Medical Products | Manufacturing | Automotive | Higher Education | Start-ups | Media  
Commercial & Residential Real Estate | Energy and lighting | Construction | Sports Marketing | Health & Wellness*

## CAREER ACHIEVEMENTS

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- **Realized \$2.9 MILLION** in revenue at **Vitamix** through **Affiliate Sales Program** during **2008-10 recession**
- **Developed** NASCAR sponsorship programs with 2 Champion drivers, **Bobby Labonte & Brad Keselowski** achieving national exposure for company brands and connecting with a massive number of consumers
- **Drove record numbers of new bone marrow donors to an international NFP – these efforts revealed a match and saved the life of an eight year old little girl**
- **National Award winner, “PR & Video,” Automotive Communications Council (ACC)**
- **Created 1<sup>st</sup> targeted marketing strategy in local commercial real estate industry resulting in +45% time on web, +167% more property views on website, +80% visitor retention and record sales**
- **Record enrollment years at niche technical college through creative PR & event creation**
- **100% client satisfaction as a freelancer**

## PROFESSIONAL WORK HISTORY

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### Marketing Manager | Thommen Medical

2018-2019 | Cleveland., OH

- Created a strategic marketing plan, branding improvements, communications and digital marketing including: social media development, customer targeting, surveys and research, marketing literature and email campaigns
- Created marketing plans for new CRM and marketing automation, developed project management platform for a global dental implant manufacturer

### Business Consultant | 216BranDrive | [www.216BranDrive.com](http://www.216BranDrive.com)

2013–2019 | Olmsted Twp., OH

- As an independent consultant in my own business, I create strategy, brand development and digital marketing solutions for small to medium sized businesses and start-ups including helping new business launch

### Director of Marketing | Gerspacher Real Estate Group

2016-2017 | Medina, OH

- Created 1<sup>st</sup> targeted approach marketing strategy in Northeast Ohio for regional commercial real estate firm
- Designed firm's 1<sup>st</sup> marketing strategy updating branding, web, email marketing and property marketing

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## Marketing Manager | Energy Focus

2014 | Solon, OH

- Executive Leadership Team Member responsible for helping the company build out an entirely new market
- Led company marketing during transition from military lighting contractor into commercial LED retrofit market
- Developed process and program for new product rollout and put together a plan to phase out discontinued product
- Developed targeted customer marketing literature and successfully led teams to create client solutions
- Established 1<sup>st</sup> product launch strategy, company and brand stories and produced 8 brand videos

## Manager Marketing Communications | Cequent Consumer Products

2011-2013 | Solon, OH

- Led 1<sup>st</sup> consumer marketing efforts for national B2B auto aftermarket products mfg. with #1 hitch brand
- Developed and led NASCAR sponsorships with 2 champion drivers and teams
- Produced 60+ videos to support brand, products, and content; earned industry awards
- Created new website in 90 days, and new product launch programs assisting company with 2 acquisitions
- Launched and managed multiple social media accounts, grew to 1,000's of followers

## Manager Sales, Influencer & Customer Programs | Vitamix

2008-2010 | Olmsted Falls, OH

- Grew U.S. sales \$2.9M (1.5+M to 4.4M in 2 yrs.) by restructuring sales program during recession
- Developed initial social media resulting in 0 to 18,000 followers with 550k+ unique visits the first year
- Originated unique programs improving customer experience and touch points increasing sales and engagement
- Identified two different types of salespeople within the sales affiliate program and from that created "Vita Party"
- Used the president's favorite recipe to drive 1,000's of customers to the site enabling Vitamix to capture data

## AREAS OF EXPERTISE

<u>DIGITAL MARKETING</u>	<u>MARKETING STRATEGY</u>	<u>PUBLIC RELATIONS</u>	<u>BRANDING</u>	<u>LEADERSHIP</u>
Website Development	Business Development	PR Strategy	Brand Development	Budgets
SEO & Optimization	Sales Strategy	Media Pitching	Branding Guidelines	Process Improvements
Email Marketing	Competitive Analysis	Media Kits	Online Cohesiveness	Cross Functional Leader
Digital Advertising	Research	Article Writing	Reputation Mgmt	Team Building
Social Media	Business Plans	Press Conferences	Company Storytelling	Project Management
Graphic Design	Social Media Strategy	Speech Writing	Product Positioning	Partnerships
Literature Creation	Content Strategy	Press Releases	Video Production	Sponsorships
			Content Development	Agency Management

## VOLUNTEER & CIVIC EXPERIENCE

Speaker/lecturer | Grace Jobseekers NetWORK Marketing Director | Cuyahoga County Board of Elections

## EDUCATION

- ❖ Bachelor of Arts Communications/Journalism (BA), Cleveland State University | Business Management
- ❖ Graphic Design Certification: Polaris Career Center (Adobe Creative Suite: Indesign, Illustrator, Photoshop)

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