

Elizabeth (Betsy) Harbison

Washington, D.C.

emharbison@gmail.com | 407.782.9268

betsyharbison.com | [linkedin.com/in/betsyharbison](https://www.linkedin.com/in/betsyharbison)

Experienced B2B Marketer with a passion for building and sustaining engaging brands for a wide range of organizations. Dedicated internal marketing and sales resource + Fortune 500 client facing consultant. Demonstrated history working in a "scrappy startup" environment and a global health non-profit.

PROFESSIONAL EXPERIENCE

Bright Power, New York, NY; Washington, D.C. as of June 2019

Director of Marketing – October 2017 to present

Digital Marketing

- Leads all digital marketing for a premier energy and water management and construction company
 - Delivered website redesign of brightpower.com (launched February 2019)
 - Delivered complete branding refresh including website redesign, marketing + sales collateral redesign, overhaul of the marketing strategy, and comprehensive internal + external roll-outs
- Orchestrates website development vendor relationship

Sales + Marketing Alignment

- Researches and secures sponsorships, manages logistics, and manages marketing materials for external business development events
- Collaborates with sales and implement email campaigns segmented by market type and business problems/goals
- Created an Account Based Marketing strategy for a pilot account; now expanding to a regional area

Thought Leadership

- Drives internal thought leaders to create blog content and speak at events
- Placed two original Bright Power-authored articles in New York Real Estate Journal, one of which was ghostwritten for the thought leader
- Orchestrates PR vendor relationship
- Managed PR crisis in Fall 2019, created talking points and statement letter from the CEO, in coordination with legal counsel

Mentorship

- Manages one direct report
- Co-creating a two pronged mentorship program for new hires and for experienced employees
- Founding member of the Alliance of Multicultural People in Sustainability, a Bright Power employee group to promote diversity and inclusion within the organization and in the industry
- Leads internal marketing efforts through weekly internal newsletter and the management and creation of monthly company meetings

The Energy Project, Yonkers, NY

Director of Marketing – October 2013 to October 2017

Marketing Manager – October 2012 to October 2013

Digital Marketing

- Led all digital marketing for an elite B2B professional training and management consultancy
 - Delivered two website redesigns of theenergyproject.com (latest launched June 2017)

- Delivered complete rebranding efforts including website redesign, marketing + sales collateral redesign, learning program asset redesign, overhaul of the marketing strategy, and comprehensive internal + external roll-outs
- Orchestrated vendor relationships: SEM, social media
 - Created all social media content for 2.5 years before moving to an external vendor

Thought Leadership

- Created first company podcast in coordination with a larger thought leadership initiative to launch in July 2017
- Developed, managed, and executed marketing plan for articles written by President and CEO, Tony Schwartz, resulting in managing major media appearances, interview requests, and doubling traffic to theenergyproject.com
 - Articles were all published in the New York Times Sunday Review: “Addicted to Distraction,” “Why You Hate Work,” and “Relax! You’ll Be More Productive”
 - Each held distinction as the most emailed articles of their time
- Launched the collaborative study between The Energy Project and HBR.org, developed, managed, and executed marketing plan that drove over 19,000 respondents to the survey
 - Created, planned, and executed high level sales leads event in November 2014 to mark the unveiling of a full whitepaper report outlining the findings of the survey

Product Development + Consulting

- Created a new product within the consulting practice utilizing extensive brand assets and content to support the learnings within client organizations, resulting in one of the highest profit margin products and cornerstone of \$3MM deal signed June 2017
- Filled gap in current product offerings, proposed the product, conducted market research, recruited an Advisory Board to help guide building the web application, secured a technology partner to develop and bring the product to market
 - Had a successful launch and have met a quarter of the first year’s goal after 3 months being live
 - Proactively made the call to retire the product in response to a shift in organizational goals and business objectives (moved from a training-focused business to a consulting-focused business)
 - Successfully retired the product while continuing to engage and retain the user community in Fall 2016

Sales + Marketing Alignment

- Organized, coordinated, and executed in-house business development events
- Researched and secured sponsorships, managed logistics, and managed marketing materials for external business development events
- Developed and implemented inbound lead capture system to track leads during the handoff from marketing to sales
- Collaborated with sales and implement drip campaigns segmented by industry, position, and business problems/goals

American Cancer Society, East Central Division, Southeast Region, Greater Philadelphia Area Income Development Specialist (Special Events Manager) – August 2008 to October 2012

- Developed the first social media plan for 6,000+ participant event
- Created a 5K run component for regional breast cancer walk to expand reach in new market segment (young, health conscious donors)
- Writing experience includes brochure copy, scripts, email campaigns, tweets, and recruitment letters to participants

- Served as local lead for training and supporting all staff on our online fundraising, donor management and database, and email marketing program
- Reduced expenses by 36% in 6,000+ participant event
- Increased revenue by 7% in a formerly stagnant event
- Managed fundraising events with tight budgets and low expense ratios ranging in size from just under 200-participants to 6,000+ participants raising over \$1,375,000
- Managed 75 staff members in a region-wide recruitment effort
- Providing training for staff and volunteers in the online reporting system, as well as serving as the main contact for Division and Regional staff to streamline communications

EDUCATION

University of Pennsylvania, Philadelphia, PA

Bachelor of Arts – 2008; Major: Communications

FUN FACTS & INTERESTS

I love to travel, ski, cook, shoot skeet, and am a pop culture addict. I am a compulsive TripAdvisor reviewer and find great pleasure in sharing the gems I uncover in my travels across the globe. I am deeply interested in cultivating a positive and sustainably engaging organizational culture in coordination with internal and external marketing efforts.

SKILLS & KNOWLEDGE

marketing, digital marketing, email marketing, social media, social media marketing, Mailchimp, Pardot, Salesforce.com, Google Analytics, WordPress, AdWords, LinkedIn Ads, Bing Ads, Zoom, advertising, editing, event planning, relationship building, relationship management, lead scoring, lead grading, lead capture, lead handoff, client relations, B2B sales process, public relations, Constant Contact, WebEx, GoToMeeting, GoToWebcast, basic html, brand management, internal communications, Slack, Egnyte