| Beth Clay |
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| 29 Dibble Rd, Old Saybrook, CT 06475, 860-399-6200 |

[bethclay@excite.com](mailto:bethclay@excite.com)

Marketing Manager and Business Leader with over twenty years of experience in both large corporate and small office environments.

**Core Professional Strengths**

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| Publicity  Product Positioning  Market Analysis | Twitter  Strategic Planning  Forecasting | LinkedIn  Contract Negotiations  Website Management |
| **Professional Experience** |  |  |
| **Part-time Bookkeeper**  **Donald B Weeks DMD, Madison, CT 2010 - present**  Responsible for general bookkeeping, including payroll, accounts payable, accounts receivable and interfacing with outside accountant for annual tax return preparation. Report directly to owner. Take initiative for cost-saving recommendations and negotiating rates and transfers with bank personnel. Work closely with Office Manager to develop and implement office policies and procedures. Work independently against deadlines.  **Studio Manager 2002 – present**  **Tom Hopkins Studio, Madison, CT**  Oversaw daily photo studio operations, managing the bookkeeping function, marketing and sales.  Responsibilities included administrative, billing, personnel issues, client relations and project  management. Represented studio in all contract negotiations. Team builder for projects.   * Managed marketing, publicity and sales including strategic marketing plan and tactics. * Developed print and email campaigns, including promotional materials and mailings. * Implemented social media initiative, including Facebook, Twitter and LinkedIn. Grew contact base of qualified leads for direct mail campaigns and prospecting. * Primary point of contact for existing clients and new business. | | | |
| **Marketing Researcher 1998 - 2002**  **Otis Elevator, Farmington, CT**   * Provided research to support telemarketing function. Worked with Sales Representatives to develop appropriate telemarketing campaigns consistent with local Sales initiatives. Assisted Y2K Director and Legal department to ensure worldwide compliance of hardware and software for the new millennium * . | | | |
| **Marketing Director 1996 - 1997**  **Ekco Consumer Plastics, Worcester, MA**   * Set Marketing direction and strategy for $30MM housewares line. Led product development, color initiatives and promotions. Met with key accounts (e.g. Wal\*Mart, Target, Staples) to develop account-specific programs, product plans and forecasts. General management responsibilities. P& L responsibility for business unit. Trend analysis, competitive positioning. Oversaw development of collateral materials for sales force. | | | |
| **Category Manager 1996**  **Tucker Housewares, Leominster, MA**   * Managed all aspects of marketing for $40MM waste and recycling receptacle category, including program and product development and profitability. Team leader for task team to identify, document and implement Product Improvement process. Selected as the lone Marketing delegate to transition team during change of ownership.   1 **Product Manager 1992 – 1995**  **Polymerics/Tulip, Natick, MA**  Managed $30MM category of fabric paint within mass markets and craft channels, including strategic positioning, pricing, budgets, and profitability. Product launches, POS signage, promotions, product development, advertising. Achieved on-time/on-budget launches. Developed Design Books and the Tulip Club. Oversaw design group’s development of fashion design and color with input from trend forecasting groups. Directed photography and printing. Developed strategic alliances with complementary craft businesses.  P**Product Manager 1989 – 1991**  **Foster Grant, Leominster, MA**   * Managed all aspects of Marketing for $30MM sunglass line. Worked with Sales to implement Marketing activities through brokers, distributors and licensees. Used Sales input for product development. * Coordinated production of collateral sales materials. Developed concept, wrote copy, and oversaw design, photography and printing.   **Education:** MBA University of Connecticut, Marketing  BA University of Connecticut, Spanish with French minor | | | |
| **Other Interests:** | | | |
| Art, Theater, Sailing, Skiing, Bicycling, Hiking, Travel  **Volunteer Experience:**  AngelRide 2001 - present  Angel Charitable Trust  Walk Across Southeastern Connecticut 2005 - present  Terri Brodeur breast Cancer Foundation  Destination Imagination Coach 2003 – 2005  Girl Scout Leader 2000 - 2004 | | | |