

# Beth Shea Palmer

Marketing & Communications Professional

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## Summary

**ABOUT:** Marketing and communications professional specializing in omnichannel personalization, email campaign management, technical project management and journalism. **NOTABLES:** Implemented several technically-complex, first-of-their-kind marketing initiatives globally at Nike. Built ecommerce startup from ground up as key member of small team at Okanjo. Launched first-of-its-kind hyperlocal news site in major market and maintained high engagement for The Huffington Post. **EXPERTISE:** B2C omnichannel personalization, B2C & B2B email campaigns, B2B & B2C copywriting, technical and news project management, CMS/social media/multimedia management, content creation and coordination, news reporting and editing. **PROGRAMS:** Certona, Salesforce, Wordpress, MailChimp, Basecamp, Bluecore, Microsoft Suite, Adobe Suite, Jira, Smartsheet, Asana, social media and social media reporting tools like Chartbeat. In addition, trained on many proprietary CMS, database and reporting tools. **EDUCATION:** B.A., Journalism, Columbia College Chicago ('08). Concentration: reporting on health, science and environment. Associate editor, award-winning college newspaper, The Columbia Chronicle. **PERSONAL:** Volunteer for advancement in equal pay; tech education; my hometown, Chicago. Failing but interested vegan. Severe news junkie. Prefer bicycle and public transit commutes. Runner/yogi/meditator. Motivation: family, friends, colleagues, and relationships made in travels all over the world. **CONTACT:** Considering me for your freelance or full-time opportunity? I'd welcome a note at bethsheapalmer@gmail.com.

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## Experience

### **Freelance Reporter, Copywriter & Blogger at Self-Employed**

September 2012 - Present (3 years 1 month)

JUNE 2015 - SEPT. 2015: 1. Deadline-oriented reporter: Realtor Magazine, Equifax Finance. 2. Print and web copywriter for tech education brand: Champions, Knowledge Universe. 3. Personal essay and travel blogger: Small Answers, Medium. SEPT. 2012 - SEPT. 2013: 1. Nonprofit blogger and blog coordinator: American Marketing Association. 2. Nonprofit blogger and blog coordinator: ChickTech.

### **Global Personalization Marketing Manager at Nike**

April 2014 - June 2015 (1 year 3 months)

Hybrid role: personalization expert, often personalization coder, technical project manager for all personalization email projects on the global marketing team. Projects were highly complex with high visibility with senior leadership. Overall, responsible for strategy, optimization, and troubleshooting for global product recommendations in email. I coded back end of product recommendations' strategy. Worked with cross-functional internal and external teams to meet company/brand goals in product recommendations.

Consulted on new omnichannel personalization capabilities offered by Nike's personalization vendors.

Launched first A/B test in product recommendations in email. Launched first behavior trigger email dynamically personalized with site content. Launched first behavior trigger email with a new partnership between two saas vendors. The results from these three firsts dictated future strategy and partnerships and led to better service to customers, operational efficiency on the marketing team, and told a story of increased performance and revenue as a result of personalization.

### **Global Marketing Email Campaign Manager at Nike**

April 2013 - April 2014 (1 year 1 month)

Produced daily marketing emails and marketing behavioral trigger emails to global Nike.com audience.

Responsible for email project management coordinating multiple stakeholder. Responsible for email quality assurance and successful deploy. Responsible for reporting on health of campaigns from operations (efficiency) perspective and performance perspective. Worked to execute each email with a matrix of stakeholders in fast-paced deadline-driven environment. Leadership also asked me to begin managing the team's personalization efforts: coordinating product recommendation optimization and implementation.

*2 recommendations available upon request*

### **Digital Marketing Project Manager at eROI**

December 2012 - April 2013 (5 months)

eROI is a full-service digital marketing agency specializing in email and web strategy, design, coding and implementation. I managed existing clients' email campaign updates and execution by creating schedules, holding internal and external vendors to deadlines and ensuring customer satisfaction while sticking to budget, then coordinating reports on performance. Clients ranged from major food brands to small family businesses. I also contributed to strategy and planning for major saas brands.

### **Ecommerce Startup Executive Producer at Okanjo**

January 2012 - August 2012 (8 months)

Part of the leadership team that launched Okanjo in local Milwaukee market; managed buyer/seller feedback; managed community relations through hosted events and community events; managed branding copywriters and helped lead design and strategy of the product. Hired and managed a community manager.

### **Ecommerce Startup Digital Producer at Okanjo**

May 2011 - January 2012 (9 months)

Okanjo started as an ecommerce B2C and C2C marketplace site focusing on "buy, sell, give", making it easy to give to nonprofits when buying or selling, with a focus on hyperlocal. It saw its competitors as Etsy, Yardsellr, eBay. I joined the founders and the original team as digital producer. I had integral roles in strategy, market research, user interface, nonprofit legalities and standards, copy and branding. I managed a team of two research coordinators.

### **News Editor, Reporter, Social Media Manager at The Huffington Post**

May 2010 - April 2011 (1 year)

I built a local news brand from scratch in a Chicago suburb, population 30K. La Grange, with neighboring town La Grange Park, served as audience for the first Illinois installment of The Huffington Post media group's hyperlocal digital news network, Patch.com. Patch tasked me with creating relationships with local government, business owners and citizens, as well as planning and executing the marketing, development, editorial and launch of La Grange Patch and its corresponding Facebook, Twitter, FourSquare and YouTube channels. I published up to ten articles a day and managed a staff of 30 freelancers while working as the site's main reporter. The president of Patch recognized me for having one of the most successful sites. The editor-in-chief of Patch recognized me as a leader and mentor to other editors. In a year, I amassed 2K daily email subscribers, 500 Twitter followers, 400 Facebook likes, 30K monthly unique visitors for La Grange Patch. Attaining results required wearing many hats: editor-in-chief, managing editor, assigning editor, copy editor, reporter, community engagement manager, social media manager, marketing manager, hiring manager, payroll clerk.

*2 recommendations available upon request*

### **Journalism Workshop Teacher at Gloria English School**

March 2009 - April 2010 (1 year 2 months)

As part of an ESL program, created and taught citizen journalism curriculum on elements of journalism, journalism ethics, blogging, multimedia and social media reporting. Students created blogs. They left class with life-long digital and reporting skills.

*1 recommendation available upon request*

### **Journalism Workshop Teacher at Chicago Public Schools**

August 2008 - March 2009 (8 months)

At south side high school, DuSable, created journalism curriculum and taught workshop that centered around field trips to Chinatown for reporting experience, students' personal citizen journalism blogs, and creation of a printed news flyer for DuSable. Students had real-life experience with pitching stories, satisfying the elements of journalism in their reporting, meeting deadlines, and print and online publishing.

### **Chicago Tribune Magazine Reporter at Chicago Tribune Media Group**

August 2008 - March 2009 (8 months)

Tight deadlines, highest journalism standards, Pulitzer Prize-winning colleagues. Covered special features as well as two recurring sections readers look forward to every Sunday in the Chicago Tribune Magazine: "Sunday" a photojournalism feature, which I wrote the accompanying anecdotes by interviewing the photo subjects, and "Social Studies" where I would cover the hottest fashion, cuisine and celebrity events in Chicago. Subjects included Akon, Lady Gaga, Michael Kors, Rachel Weisz, Graham Elliot.

### **Data Center Journalist at Advertising Age**

February 2008 - March 2009 (1 year 2 months)

Fast-paced, detail-oriented research working with smart and conscientious journalists on Data Center team at Ad Age. Interviewed global marketing and advertising agency CEOs and CFOs to obtain financial and company data for popular annual rankings and reports published in the magazine. Highly independent

work required extreme accuracy and dependability. Sought after to work on reports for second time after completing initial temporary assignment.

*1 recommendation available upon request*

**American Trade Magazines Copy Editor at American Trade Magazines, Inc.**

July 2008 - December 2008 (6 months)

AP Style and content copy editor for three leading national trade magazines: American Laundry News, American Coin-Op and American Drycleaner. At the time, the magazines were owned by Crain Communications, Inc.

**National & Local Political Reporter at Chicago Talks**

January 2007 - December 2008 (2 years)

Political reporter at Chicago Talks, an award-winning Chicago online news magazine. Covered the Palin-Biden Vice Presidential debates on deadline at Washington University in St. Louis, focusing on the role of gender in debate. Contributed to an award-winning Chicago City Council investigative report.

**Chicago Tribune Reporting Intern at Chicago Tribune Media Group**

May 2008 - August 2008 (4 months)

Selected as intern by Elizabeth Taylor, Literary Editor at the Chicago Tribune. Reported for Chicago Tribune Magazine. Curated selections of kid-submitted book reviews for annual Chicago Tribune summer reading program. Served as web producer of Chicago Tribune Magazine articles. Contributed to editorial meetings, photo shoots, photo layouts for Books Section and Chicago Tribune Magazine.

**The Columbia Chronicle Associate Editor at Columbia College Chicago**

September 2006 - January 2008 (1 year 5 months)

At award-winning online and print newspaper, The Columbia Chronicle, reported on Chicago politics, investigations of Columbia's building code violations. AP Style news editor.

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## Languages

**English**

(Native or bilingual proficiency)

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## Education

**Columbia College Chicago**

Bachelor's Degree, Journalism; Reporting on Health, Science and the Environment, 2006 - 2008

Grade: A

Activities and Societies: Newspaper, study abroad, yoga

**Grant Community High School**

High School, Honors, AP, Journalism, 1998 - 2002

Grade: A

Activities and Societies: National Honor Society, student council, theater, AP, newspaper, soccer, basketball

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## Honors and Awards

### **Featured Student Author in Creative Nonfiction Week**

Columbia College Chicago

October 2007

Selected to be one of two journalism students to read their work at Film Row Cinema during Creative Nonfiction Week. I read travel journalism written study abroad in Mexico. The highlight was a small dinner for the featured students with headliner Alex Kotlowitz, during which I remember we chatted about white river rafting. Link to event program: [http://www.colum.edu/SpecialEvents/cnfw/Creative\\_Non-Fiction\\_Week,\\_2007.php](http://www.colum.edu/SpecialEvents/cnfw/Creative_Non-Fiction_Week,_2007.php)

### **Featured Panelist with Patch Editor-in-Chief Brian Farnham**

Patch

November 2010

Chosen, with one other person, to accompany Patch.com Editor-in-Chief Brian Farnham on stage at the Patch Midwest Conference for a discussion about being a local editor at Patch.com.

### **Recognized by Patch.com President Warren Webster**

Patch

November 2010

Recognized by Patch President Warren Webster for outstanding work in the Chicago area during Patch Midwest Conference.

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## Skills & Expertise

**Writing**

**Editing**

**Attention To Detail**

**Social Media**

**Problem Solving**

**Web 2.0**

**Blogging**

**New Business Launch**

**HTML**

**Video**

**Photography**

**Multimedia Journalism**

**Citizen Journalism**

**Online Journalism**

**Journalism**

**Operational Efficiency**

**Production**

**Mobile Media**

**Research**

**Microsoft**

**Mac**

**Ap Style**  
**AP Style**  
**Copy Editing**  
**Web Content**  
**News Writing**  
**Newspapers**  
**Business**  
**Storytelling**  
**Freelance Writing**  
**Event Planning**  
**Editorial**  
**Copywriting**  
**Proofreading**  
**InDesign**  
**Project Management**

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## Volunteer Experience

### **Digital Communications & Mentor at ChickTech**

September 2012 - September 2014 (2 years 1 month)

Mentored ChickTech participant from local high school; wrote blogs for ChickTech; wrote communications material; managed social media; wrote and produced emails for subscribers; updated website.

### **Blog Coordinator at American Marketing Association**

October 2012 - May 2013 (8 months)

Ran the blog for the American Marketing Association chapter in Portland, Ore., by creating an editorial calendar, recruiting and coordinating volunteers, writing blog posts, marketing the blog on social media.

### **Ticket Sales at Franklin High School, Portland, OR**

January 2012 - May 2012 (5 months)

Volunteered at my sister's school selling basketball tickets at home games.

### **Election Work at Democratic Party of Oregon**

March 2012 - Present (3 years 7 months)

Worked to re-elect President Barack Obama and to win federal Democrat seats in Oregon by registering voters, calling supporters.

### **ESL Teacher at Columbia School of English**

May 2011 - October 2011 (6 months)

At one of the top private English schools in Portland, Ore., I taught ESL group classes and private tutoring for adults.

### **Job Search Instructor at The Institute for Human Services**

July 2015 - Present (3 months)

Work with clients to complete resumes, apply for jobs, coordinate interviews and work on interview skills.

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## 6 people have recommended Beth Shea

"Never fear, Beth is on it. Beth is a superstar at managing programs and driving results. She is smart, quick on her feet, thoughtful at every step of the process by always keeping the big picture and consumer in mind and incredibly effective at keeping complex projects moving forward. She is proactive, reliable and on top of that a joy to be around."

— **Ali Norwood**, managed Beth Shea

"If you look up "Amazing" in the dictionary, you should see a picture of Beth. She's dedicated, driven and just plain amazing to work with. She rolls with the punches and comes out with a spunky upbeat attitude every time. I cannot wait to work with her again. "

— **Aleta Fullenwider**, managed Beth Shea indirectly

"Beth Palmer was the first local editor to launch her site in the Chicago area, and thus acted as a leader in our group as someone who had developed best practices, proven by strong results in a new company and new media source in her market. Beth has a strong, tireless work ethic and an unmatched knack for relating to all people. She has great writing, editing and leadership skills. She has the ability to understand her employer's expectations and apply them through independent work to produce top results in a competitive industry."

— **Charlotte O'Donnell**, *Local Editor, Patch.com*, worked directly with Beth Shea at AOL

"Beth's dedication to her work is only surpassed by her talent as an editor and writer. Her positive attitude and willingness to praise coworkers is an inspiration. Whether as part of a team or left to her own devices, she throws her whole effort behind each task and gets the job done right."

— **Nick Swedberg**, *Local Editor, Patch*, worked directly with Beth Shea at AOL

"Beth was an amazingly dedicated teacher, her student's loved her and cried when she left Taiwan. Beth was able to handle the intricacies of dealing with cultural differences in a highly professional manner. She tailored her lessons to the student's varying levels of English proficiency. Beth created detailed lesson plans and was always coordinating with her fellow teachers to give her student's the best experience possible. I highly recommend Beth."

— **Brendan Purkapile**, *English Teacher, Gloria English School*, worked directly with Beth Shea at Gloria English School

"Beth is amazing. She catches on fast, rocks through the work and by the way, she is a wonderful person to be around."

— **Kevin Brown**, *Group Data Manager, Advertising Age*, managed Beth Shea at Advertising Age Magazine

[Contact Beth Shea on LinkedIn](#)