

Beth A. Babione Hensley, MBA

Chief Marketing Officer | Vice President of Marketing & Strategic Communications



EXECUTIVE LEADERSHIP PROFILE

Accomplished executive marketing and communications leader with 25+ years of experience shaping organizational strategy, elevating brand reputation, and driving enterprise-wide marketing initiatives across nonprofit, education, healthcare, and corporate environments. Demonstrated expertise leading integrated communications, executive branding, digital transformation, media relations, stakeholder engagement, and strategic outreach programs that strengthen organizational visibility and support long-term growth. Trusted advisor to executive leadership with a proven ability to translate business objectives into high-impact marketing strategies that expand audience reach, strengthen community partnerships, and advance organizational mission.

PROFESSIONAL EXPERIENCE

Vice President, Marketing & Communications, United Way of Greater Stark County 08/2022 – 07/2026 | Canton, Ohio

- Directed enterprise marketing, strategic communications, brand management, and MARCOM initiatives, leading a comprehensive organizational rebrand and website redesign completed within 12 months.
- Developed an integrated regional marketing strategy and implemented advanced audience-targeting techniques, increasing digital reach by 150,000 followers through geofencing, email mapping, and lookalike audience campaigns.
- Managed marketing budgets, executive communications, media relations, and organizational storytelling, strengthening brand visibility and expanding community engagement across Northeast Ohio.
- Established a LinkedIn Brand Ambassador Program, increased platform engagement, and secured regional recognition through successful executive award nominations published by *Crain's Cleveland Business*.

Statewide Marketing & Outreach Coordinator 06/2018 – 08/2022 | Cleveland/Akron, Ohio
Educational Service Center of Northeast Ohio

- Directed statewide marketing, branding, and outreach initiatives supporting Ohio's Help Me Grow program, strengthening awareness across healthcare, education, and community organizations.
- Managed \$250K in targeted media investments within a \$750K statewide marketing budget, optimizing campaign effectiveness and expanding statewide program visibility.
- Trained outreach professionals across eight regional service areas, supporting annual referral objectives exceeding 40,000 statewide referrals.
- Prepared executive marketing reports for the Ohio Department of Health, managed statewide presentations, and directed the organization's presence at the 2022 Ohio State Fair.

Communications Coordinator (Part-Time), Holy Trinity Lutheran Church 07/2014 – 06/2018 | Akron, Ohio

- Directed integrated print, digital, and social media communications, strengthening member engagement through consistent multichannel messaging.
- Implemented a centralized social media management system using Hootsuite, improving communication efficiency and content scheduling.
- Developed weekly email marketing campaigns through Mailchimp, expanding subscriber communication and audience engagement.
- Managed website content and partnered with external designers to modernize the church's digital presence and user experience.

Adjunct Professor, West Virginia University 05/2009 – 05/2024 | Remote

- Delivered undergraduate instruction in Public Relations and Integrated Marketing Communications, preparing future communications professionals through applied, industry-focused curriculum.
- Developed and maintained engaging online learning environments that combined academic theory with practical communications strategies.
- Redesigned Applied Public Relations coursework, creating comprehensive lesson plans, assessments, discussion activities, and capstone projects aligned with university standards.
- Mentored students in strategic communication, media relations, and campaign planning while maintaining high academic expectations and instructional quality.

Director of Marketing & Corporate Communications, Hattie Larlham 10/2001 – 01/2008 | Portage County, Ohio

- Directed enterprise marketing, corporate communications, branding, and public relations for multiple affiliated organizations, strengthening organizational visibility and stakeholder engagement.

- Increased website traffic by more than **10,000 monthly visits** following a comprehensive website redesign and digital communications strategy.
- Supported the Hattie Larlham Foundation's capital campaign, contributing to the achievement of **75% of campaign goals within 14 months** through targeted communication initiatives.
- Developed executive messaging, media relations strategies, and press materials that strengthened public awareness and reinforced organizational reputation.

Marketing Assistant, Aris Horticulture, Inc.

05/2000 – 10/2001 | Barberton, Ohio

- Coordinated marketing communications supporting 1,100 U.S. and Canadian employees and a 50-member national sales organization, ensuring consistent promotional execution.
- Managed promotional campaigns, media relations, print production, and event logistics supporting national garden promotions and industry events.
- Coordinated communications for large-scale trade shows serving approximately 10,000 attendees, strengthening brand exposure and customer engagement.
- Collaborated with cross-functional teams to produce marketing collateral, advertising materials, and distribution strategies supporting business growth.

Public Relations Specialist, Humility of Mary Housing, Inc.

07/1996 – 05/2000 | Akron, Ohio

- Developed strategic marketing and public relations initiatives that strengthened fundraising performance and expanded community awareness.
- Recruited, trained, and coordinated more than **200 volunteers**, significantly increasing volunteer engagement and organizational capacity.
- Researched philanthropic trends and contributed to grant development and corporate giving initiatives supporting long-term fundraising objectives.
- Built targeted communication strategies that strengthened stakeholder relationships and enhanced organizational visibility throughout the community.

Sales Representative, Nestlé

07/1995 – 07/1996 | Ohio

- Managed a six-county sales territory, implementing promotional strategies that consistently exceeded monthly sales objectives.
- Developed new business opportunities through relationship-building and targeted prospecting across schools, churches, and community organizations.
- Coordinated fundraising promotions and trade show participation to increase product awareness and customer engagement.
- Strengthened territory performance through consultative selling, account development, and customer relationship management.

Public Communications Manager, Lake Metroparks

10/1987 – 03/1992 | Lake County, Ohio

- Directed public communications supporting parks, recreational facilities, golf courses, retail operations, and community programs throughout the metropolitan park system.
- Developed crisis communication and public relations processes that strengthened organizational responsiveness and public confidence.
- Created an annual park magazine distributed to approximately **75,000 residents**, significantly expanding public awareness and community engagement.
- Led marketing initiatives that promoted recreational programs, special events, and public services while enhancing the organization's regional visibility.

EDUCATION

Master of Business Administration (MBA), Ashland University

Ashland, Ohio

Bachelor of Arts (B.A.), Communications, Ursuline College

Pepper Pike, Ohio

SELECT EXECUTIVE QUALIFICATIONS

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| • Enterprise Marketing Strategy Development Leadership | • Strategic Brand Growth Management Expertise |
| • Executive Communications Planning And Execution | • Integrated Multi-Channel Marketing Campaign Leadership |
| • Corporate Reputation Management And Protection | • Digital Marketing Performance Optimization Strategies |
| • Stakeholder Engagement And Relationship Development | • Media Relations And Public Affairs |
| • Marketing Budget Planning And Governance | • Cross-Functional Team Leadership Excellence |

PROFESSIONAL DEVELOPMENT

- Executive Operating System (EOS) Training
- Kindra Hall — *Stories That Stick* Masterclass (Storytelling)
- Digital Marketing Institute (DMI) — SEO Certification
- Digital Marketing Institute (DMI) — Social Media Certification