

# LINA BETTS

## COMMUNICATIONS AND MARKETING MANAGER



### CONTACT INFO

Mobile: 719-331-7616  
Email: lina.rose.betts@gmail.com  
Portfolio:  
linarosebetts.journoportfolio.com/  
Address: 11880 E Britton Road,  
Jones, OK 73049

### CORE SKILLS

- Event Management
- Brand Messaging
- Public Relations
- Project Management
- Creative Planning
- Trend Analysis
- Budget Management
- Social Media Strategy
- SEO/SEM/PPC
- Integrated Marketing Strategy
- Networking and Prospecting
- Corporate Relations
- Promotional Marketing
- Problem Solver & Analytical Strategist
- Content Development
- Quick Learner

"Lina has outstanding leadership skills that can really rally the troops - whether that be corporate partners, volunteers, or clients." - Moyra Hower, Former Director at March of Dimes

### WORK EXPERIENCE

#### Director of Mission Communications

Hough Ear Institute, Oct 2019 - Present

Built and directed strategic marketing and communications for a leading medical non-profit research organization.

- Planned and implemented multiple large-scale media campaigns around HEI research breakthroughs and partnerships reaching hundreds of thousands of people worldwide using engagement initiatives around data-driven decision making.
- Integrated marketing campaigns for multiple target audiences consisting of media, e-marketing, promotional materials, and special events, resulting in increased brand recognition and tripled growth of first quarter annual fund donations compared to 2019.
- Managed social media sites, garnering a 125% growth in just 4 months.
- Increased leads and e-mail newsletter opt-ins by 76% in just 5 months.

#### Coordinator of Member Communications

National Reining Horse Association, Nov 2018 - Oct 2019

Recruited to enhance communication with NRHA members via digital content and member/fan centric marketing strategies. Brought NRHA up-to-date with today's digital world and drove record-breaking traffic, engagement, and conversions through an integrated digital media strategy encompassing email marketing, various media relations, social media, website content, SEO, PPC, video production, and marketing automation technology.

- Used strategic digital marketing tactics to promote a new opt-in fundraising program for the Reining Horse Foundation that has more than doubled its profit margin.
- Streamlined member education materials through integrated marketing plan which garnered about 500 unique visitors per week to dedicated website landing page.
- Spearheaded large digital advertising campaign using Paramount Network's 'The Last Cowboy' series as an SEM launch base. This campaign increased website sessions by more than 33% with an average CTR of 7%, garnered 15,000 clicks to the unique landing page on the NRHA website, and elevated daily Facebook clicks by 600 in a 3-week period, spending less than 1/3 of the allocated budget.
- Increased e-mail newsletter opt-ins by 11% through various marketing campaigns.
- Produced press releases promoting various programs within NRHA and created a digital marketing strategy that increased media pickup by 9%.

#### Public Relations & Digital Marketing Consultant

Lina Betts Consulting, Oct 2016 - Present

Develop and manage strategies for integrated marketing campaigns specific to public relations, and social and digital media that include monitoring and tracking metrics for a wide range of clients. Help small to midsize businesses engage audiences through growing their brand awareness, online presence and revenue generation.

- Developed and executed a strategy to create an online presence for a client through various digital Ad campaigns and web redesign. Improved search rank in Google search results through SEO campaign increasing conversions by 132%. Grew Facebook following by 72%.
- Produced press and digital marketing strategy surrounding the National Cowgirl Museum and Hall of Fame's 2018 Induction garnering a huge following on social media platforms and increasing website sessions by 64%.
- Developed integrated creative marketing strategies for brands like Genius Marketing, Holstein Supply, Inc, Capernaum First Century Village, and The National Cowgirl Museum and Hall of Fame.
- Tracked and analyzed social and web data to choreograph and optimize targeted social campaigns, as well as assign ROI-driven metrics to each campaign.
- Created effective content strategy with high engagement and user retention rate.
- Worked to secure national and international press coverage for a variety of businesses and events.

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## EDUCATION

### Texas Tech University

Working towards Master's in Strategic Communication

### University of Colorado at Colorado Springs

Bachelor of Science in Marketing

## VOLUNTEER/LEADERSHIP

### Association of Fundraising Professionals | Member

October 2019 - Current

### Colorado Springs Young Professionals | Member

November 2014 - November 2016

### Undergraduate Research Journal | Assistant Editor

October 2014 - May 2016

### Pikes Peak Therapeutic Riding Center | Volunteer

January 2010 - September 2014

### Eastern Plains Reining Horse Association | Member

November 2010 - September 2014

### Pikes Peak Rangerettes

September 2006 - February 2013

### 2012 El Paso County Fair Queen

March 2012 - April 2013

## WORK EXPERIENCE CONT...

### Marketing Supervisor

Sodexo - Tarleton Dining Services, Apr 2018 - Dec 2018

Recruited to secure Sodexo's re-bid with Tarleton State University through integrated marketing strategies. Devised and integrated marketing strategies and various events to enhance student engagement that increased engagements and landed the 10-year re-bid with Tarleton Dining Services.

- Implemented digital marketing strategy for Tarleton Dining Service's Dining Hall and Retail Stores that increased online presence by 179%, Instagram followers by 93%, and Facebook influencers by 111%.
- Planned and managed professor and student centric events that increased positive engagement with Sodexo's brand.
- Implemented, coordinated and managed cost-effective marketing activities to assist the local business unit to attain its financial goals and community engagement.

### Manager of Public Relations and Digital Outreach

Junior Achievement USA, May 2016 - May 2017

Recruited to enhance PR activities and integrate digital marketing practices for JA USA and 100+ local Area offices that generated interest and awareness of JA initiatives and the mission. Assisted the Senior Vice President (SVP) - Brand in managing PR and digital outreach campaigns for donors as well as in implementation of digital advertising programs (management of Google AdWords and retargeting platforms, such as A-droll).

- Orchestrated the successful launch of social media marketing campaign for local area offices (100+); igniting huge results with 50+ area offices engaging with their audiences through social media channels for the first times.
- Monitored all USA and Local Office social media accounts and websites to ensure positive online presence using Cyfe, Sprout Social, Twitter, Instagram, LinkedIn, and Facebook for Business that connected over 4000 followers within 3 months.
- Guided staff on a Twitter, LinkedIn, Facebook, and Instagram sharing editorial calendar and syndication schedule that resulted in a 43% follower increase.
- Developed new PR strategies and managed all media efforts, enhancing local news reach by 47% and national news reach by 33%.
- Developed and managed creative campaigns to support digital cross-promotion efforts, including segmented email marketing initiatives, media relations, social media promotions, outreach and marketing initiatives for an improved end-user experience.

### Community Director, Southern Colorado Division

March of Dimes, October 2013 - May 2016

Originally recruited as an event planning intern to lead all logistics for Colorado Springs March for Babies and Signature Chefs events within budget. Flawless execution as well as an increase in both sponsorship dollars and donation securities as an intern led to a full-time job offer.

Build relationships across the community to secure sponsors and generate interest and awareness in March of Dimes initiatives. Establish a strategic plan to promote and organize ongoing special events and fundraising activities. Implement and coordinate advertising, media, and public relation materials and strategies to leverage success.

- Increased corporate and community participation/ partnership by 24%.
- Raised more than \$300,000 during tenure.
- Exceeded the March for Babies team and sponsorship budget by 13% through successful fundraising, digital marketing, and volunteer leadership efforts.
- Created integrated marketing strategies that enhanced digital and social engagement by 11%.
- Planned and executed a dozen successful fundraising events during tenure.
- Established social media KPIs (Key Performance Indicators) to determine the ROI of efforts.
- Fabricated and maintained all content (digital and print) for Southern Colorado events.

I am passionate about helping organizations define and sell their brand. I enjoy finding a need in the community, structuring a marketing/ brand strategy to fulfill that need, and measuring the results!

#IamTheRightFit

#hireme