

BETH LEVERICH

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PROFESSIONAL SUMMARY:

Strategic paid media leader with 10+ years driving measurable growth through paid media strategy, omnichannel media planning, audience segmentation and targeting, performance marketing, and cross-channel campaign optimization across agency and in-house roles. Turns business goals into action by optimizing multimillion-dollar media investments, leading measurement and performance analysis, and developing teams and agency partnerships that deliver ROI. Experienced developing and implementing sophisticated audience targeting strategies, including ABM, behavioral and contextual targeting, retargeting, and geographic targeting. Equally comfortable exploring how AI is reshaping consumer behavior and discovering practical ways to incorporate it into media and marketing workflows.

PROFESSIONAL EXPERIENCE:

SPO

Director of Marketing

Mendota Heights, MN

April 2025 - Present

- ▶ Built & led SPO's organization-wide marketing function, establishing 3-year strategy, team, & systems.
- ▶ Directed external agency; executed 9 campaigns, lifting YoY net revenue 252% & ROI from 0.97 to 2.5.
- ▶ Developed full-funnel GTM strategy for conference, increasing site traffic 60% & generating 100+ leads.
- ▶ Built audience-segmented gated content, driving 36% conversion rate, 55% email open rate, & 20% CTR.
- ▶ Reported directly to President; served as primary marketing strategist on org-wide brand & growth efforts.
- ▶ Grew external recruiting pipeline 200%, yielding a 20% application rate & doubling interviews.
- ▶ Hired & managed a 5-person team, including an ongoing contractor and direct mail agency partner.
- ▶ Diagnosed & led org-wide mission statement revamp, including C-suite execs & 7 stakeholder groups.

Broadhead Co.

Media Supervisor (Associate Media Director)

Minneapolis, MN

November 2022 - April 2025

- ▶ Led paid media strategy, budget, & performance for 9 Fortune 500 & Forbes-ranked private companies.
- ▶ Oversaw \$20M+ media spend, led full-funnel media strategy & aligned channel mix with business goals.
- ▶ Planned, tested, & optimized 30+ campaigns, driving up to 100% traffic growth, 2x actions, & 3x leads.
- ▶ Pioneered new media tactics, driving 0.80% CTR (11x benchmark) & top campaign engagement at 30%.
- ▶ Developed audience strategies across ABM, behavioral, contextual, retargeting, & geographic targeting.
- ▶ Partnered daily with Analytics on performance analysis & media mix modeling to optimize strategy.
- ▶ Managed 3 direct reports, ensuring operational excellence through coaching & clear expectations.
- ▶ Steered cross-functional team leads in agency system overhaul, improving reporting efficiency by 10%.

Key Clients: Norfolk Southern, Boehringer Ingelheim, Wilbur Ellis, 3M, Black & Veatch, Ziegler, Good Foods

Eversana Intouch (formerly Intouch Media)

Senior Media Planner

Overland Park, KS / Remote

February 2021 - November 2022

- ▶ Governed \$15M paid media investment using in-depth reporting & performance insights to guide strategy.
- ▶ Translated data & competitive insights into recommendations supporting a 5% lift in HCP adoption.
- ▶ Ran omnichannel paid media strategy, planning, buying, & ad operations for all HCP & DTC campaigns.
- ▶ Navigated a highly regulated landscape, aligning campaigns with medical, legal, & compliance standards.
- ▶ Mentored junior teammates, directing day-to-day work & ensuring quality execution across paid media.

Key Clients: Sanofi, Regeneron

PROFESSIONAL EXPERIENCE (cont):

VML

Kansas City, MO

Connections Manager (Media Planner/Buyer)

June 2020 - February 2021

- ▶ Led 28+ omnichannel paid media campaigns for U.S. markets, driving up to 50% lift in brand awareness.
- ▶ Allocated \$6.4M+ across a diverse product portfolio, balancing campaign budgets from \$50K to \$2.1M+.
- ▶ Served as primary client contact throughout paid media planning, strategy, execution, & reporting.
- ▶ Leveraged quarterly performance analysis to optimize campaigns & inform future media strategy.

Key Client: BASF

AdFarm

Kansas City, MO

Performance Marketing Specialist

June 2019 - June 2020

- ▶ Executed & optimized paid search & social campaigns for 25+ clients across Google & social platforms.
- ▶ Managed budget pacing & performance for 50+ paid search & social campaigns agency-wide.

Media Traffic Manager

March 2017 - June 2019

- ▶ Instituted agency-wide trafficking processes maintaining 98% accuracy across campaigns & delivery.
- ▶ Coordinated cross-functional workflows to support campaign launches across multiple clients & teams.

Key Clients: Corteva Agriscience, Nutrien, Bayer, Merck, Winfield United, DeLaval, Nufarm, Zoetis

Early Career - Sales & Fundraising

Local Account Executive - Kansas City Star (May 2016-Mar 2017): Exceeded sales goals at 114% through strategic outreach, relationship rebuilding, & pipeline growth. Development Coordinator - SPO (Jul 2014-May 2016): Exceeded fundraising goals at 144% & developed donor strategy for inaugural 400+ attendee fundraising event. Account Executive - Ricoh Americas (Aug 2013-Jul 2014): Exceeded hardware quotas at 230%, generating \$57K+ in annual sales performance.

CORE COMPETENCIES

Media & Channels: Paid Media Strategy, Media Planning, Media Buying, Programmatic, Display, Native, Rich Media, CTV/OLV, OOH/DOOH, Print, Radio, Performance Marketing, Paid Search, Paid Social

Media & Planning Tools: Strata, Prisma, MediaOcean, Bionic, SRDS, SimilarWeb, MRI Simmons, SEMrush, Numerator, Pathmatics, Kantar Research Suite, Google Campaign Manager 360, Google Ads, Sizmek

Analytics & Optimization: Campaign Optimization, Performance Analysis, Media Mix Modeling, A/B Testing, Google Analytics, Tableau, Crossix/Veeva

Strategy & Targeting: Full-Funnel Media Strategy, Omnichannel Strategy, Audience Strategy, ABM, Audience Segmentation, Behavioral & Contextual Targeting, Retargeting, Geographic Targeting, Media Investment Strategy

Leadership & Operations: Cross-Functional Leadership, Team Leadership & Development, Agency & Partner Management, Client Leadership, Budget Management, Workflow Design & Execution, Change Management

EDUCATION, HONORS, & AWARDS

University of Minnesota: College of Liberal Arts

Graduation: May 2013

Bachelor of Arts in Journalism: Professional Strategic Communications - Advertising

GPA: 3.5

Minor in Vocal Performance

Honors & Awards

- ▶ Broadhead: "The Horns," Peer Award for Recognition of Excellence February 2024
 - ▶ Intouch: Nominated & Selected for Executive Coaching Program June 2021-October 2022
 - ▶ AdFarm: Overdrive Quarterly Excellence Award May 2017
 - ▶ Kansas City Star: Representative of the Month October 2016
 - ▶ Ricoh USA: SOAR Award of Excellence for Extraordinary Annual Success January 2014
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