

LIBBY PEDERSON

DIGITAL MARKETER AND COMMUNICATIONS DIRECTOR

CONTACT

515-480-9601

libbypederson@gmail.com

3400 W. 38th Ave. Apt. 210
Denver, CO, 80211

EDUCATION

UNIVERSITY OF IOWA

Masters of Business Administration
2026 - Present

MICHIGAN STATE UNIVERSITY

B.A. Advertising; Specialization in PR
2009-2013

Awards and Honors

- University Scholars Award
- Presidential Study Abroad Award

Extracurricular Activities

- Public Relations Student Society of America
- National Honors Society
- Kappa Kappa Gamma

ACHIEVEMENTS AND CERTIFICATIONS

- 2018 Digital Megaphone's Top Women in Marketing
- Money Matters Top Tips Podcast Featured Speaker
- Livin' Live Teen Music Conference Featured Panelist
- CMMI Associate
- CMMI Building Development Excellence Certification
- LinkedIn Content Creation: Strategy and Tools Certification
- IIBA Marketing Foundations Analytics Certified
- IIBA and NASBA Business Analytics and Marketing Data Certified
- Marketing Automation Certified

CAREER OBJECTIVE

Results-driven Digital Marketing and Communications leader with 10+ years of experience developing and executing integrated B2B and B2C marketing strategies, brand communications, and public relations initiatives. Proven expertise in digital campaign management, data analytics, stakeholder engagement, account management, and multi-channel communications. Skilled at leveraging insights and emerging technologies to drive audience growth, strengthen brand reputation, and achieve measurable business outcomes. Seeking to apply strategic marketing and communications leadership experience in a Marketing Director or Communications Director role.

WORK EXPERIENCE

FOUNDER AND DIRECTOR OF MARKETING

My Mantra Marketing LLC
Denver, CO

September 2018 - Present

Partner with clients to identify emerging market trends, business opportunities, and growth strategies, delivering integrated marketing solutions that align with brand objectives and organizational goals. Develop and execute comprehensive editorial, social media, and paid advertising calendars while leading audience engagement strategies and analyzing campaign performance. Leverage data-driven insights and reporting to optimize marketing initiatives, improve audience engagement, and uncover opportunities that support both short- and long-term business objectives.

- Led the successful transformation of the Livin' Live Teen Music Conference from an in-person event to a fully virtual experience during the COVID-19 pandemic, expanding the program to include educational sessions focused on the music business, production, performance, and career development.
- Directed end-to-end planning and execution of an annual educator summit, overseeing event strategy, social media marketing, attendee engagement, and sponsorship activation. Grew attendance to nearly 700 participants while generating more than \$40,000 in ticket revenue and \$30,000 in sponsorship funding.
- Drove business development efforts that secured 12 new clients within the first year of launch, expanding market presence and establishing long-term client relationships in new and emerging markets..

CORPORATE COMMUNICATIONS CONSULTANT - CONTRACT

Wellmark Blue Cross Blue Shield
Des Moines, IA

June 2025 - September 2025

As a Corporate Communications Consultant, I developed and executed internal and external communication strategies to strengthen brand reputation, enhance stakeholder engagement, and support business objectives. I created compelling communications, including press releases, executive speeches, and campaign content, while navigating the evolving U.S. health insurance landscape. My work focused on effectively communicating complex topics related to Individual & Family Plans and Medicare Advantage Plans to diverse audiences.

MEMBER OUTREACH AND DIRECTOR OF MARKETING

Iowa Association of School Boards
Des Moines, Iowa

August 2024 - December 2024

As Member Outreach and Marketing Director, I led marketing initiatives, member engagement strategies, and the growth of the IASB Foundation. I developed and executed integrated marketing plans to strengthen member relationships, expand partnerships, and enhance organizational visibility. Through strategic outreach and collaboration with members, business partners, and affiliate organizations, I advanced initiatives that increased engagement and supported the Foundation's mission and impact.

- Designed and executed a member survey reaching more than 3,000 superintendents and assistant superintendents to identify emerging needs, priorities, and opportunities for enhanced member services across Iowa's public schools.
- Cultivated partnerships with more than 60 new business partners by aligning solutions with member-identified needs, including school safety and security, transportation services, mental health resources, and data and communications management.
- Developed and launched a tiered business partner program that strengthened partner engagement, secured 15 new strategic partners, and generated \$75,000 in net revenue for IASB.

DIRECTOR OF MARKETING

JANUS Research Group
Evans, GA

November 2020 - August 2024

As the leader of JANUS Research Group's newly established marketing team, I developed and executed comprehensive marketing strategies to elevate brand visibility, strengthen market positioning, and support business growth for a \$1B Department of Defense and federal contracting organization. I oversaw integrated marketing initiatives spanning graphic design, web development, email and SMS campaigns, event marketing, content strategy, social media, and media relations. Through strategic communications and brand development, I supported JANUS's mission in cybersecurity, SaaS, and data management solutions.

EXTRACURRICULARS

- ANA Business Marketing, Chicago - Associate Board Member
- Merit School of Music - Associate Board Member
- Des Moines Vocal Arts Ensemble
- Drake Community Choir
- Livin' Live Teen Music Conference Marketing Instructor
- Chicago Youth Opportunities Initiative - Director of Communications and Events
- Web Design Committee Member Serious Games and Showcase Challenge
- Alzheimer's Association Media Spokesperson, Community Educator and Young Adult Caregiver Support Group Leader

ADDITIONAL SKILLS

- Social Media Marketing and Content Creation
 - LinkedIn, Twitch, TikTok, Facebook, Instagram, Twitter (X), Discord, Substack, Medium
- Social Media Management
 - Hootsuite, Sprout Social, Creator Studio, Agorapulse, Buffer
- Project and Client Management
 - Monday.com, Asana, Trello, Slack, Sharepoint, Basecamp, Airtable
- Customer and Relationship Management
 - Salesforce, HubSpot, Insightly, Zoho, Marketo, Iterable, Oracle Eloqua
- Adobe Analytics
- Google Workspace
 - Google Analytics and Google Adwords
- Web Design and Web Development
 - Wordpress, Squarespace, Wix
- Microsoft 365
- Adobe Creative Suite
 - Photoshop, InDesign, Illustrator, Premiere Pro
- Content Marketing
- Canva
- Email Marketing
 - Mailchimp, Constant Contact
- Public Relations
 - Cision, AP Style Expertise
- LinkedIn Learning
- Search Engine Optimization, Cost Per Click, Pay Per Click
- Artificial Intelligence Ethics and Responsible Artificial Intelligence
- Machine Learning
 - scikit-learn, TensorFlow, PyTorch
- Prompt Engineering
 - ChatGPT, Claude, Gemini

- Increased social media performance by achieving an average month-over-month growth of 110% in unique visitors and 382.58% in impressions across all platforms through strategic content development and audience engagement initiatives.
- Developed and managed press release strategy, including content creation, media outreach, and pitching to industry-leading publications to enhance brand visibility and thought leadership.
- Partnered with the Science & Technology (S&T) team to develop and execute a marketing strategy showcasing JANUS's proprietary generative AI chatbot, emphasizing secure AI solutions designed to meet federal and defense customer requirements.
- Managed internal and external communications calendars, including email, SMS, social media, and newsletters, supporting engagement with a database of more than 5,500 employees, candidates, and stakeholders.
- Authored more than 50 blogs, case studies, and career-focused thought leadership pieces highlighting advancements in S&T, research and development (R&D), and talent acquisition initiatives.
- Established a consistent social media content strategy through monthly content calendars and Sprout Social management, leveraging internal expertise to strengthen brand storytelling and audience engagement.
- Led website content management and redesign efforts, including the development, optimization, and migration of a new WordPress website to improve user experience and brand alignment.

PROJECT AND HIRING MANAGER

- Full Bars Media**September 2019 - October 2020
Chicago, IL
- Spearheaded the development, launch, and social media strategy for LiveChi TV, a web series targeting Chicago's luxury real estate market, achieving a 526% increase in post engagement and a 19% month-over-month growth in page followers.
 - Partnered with Medical Shipment LLC to optimize talent acquisition strategies by leveraging LinkedIn Recruiter, Salesforce, and targeted candidate screening processes to identify and recruit high-performing sales professionals.
 - Successfully supported the recruitment and hiring of more than 25 medical sales representatives through strategic sourcing, candidate evaluation, and streamlined screening processes.
 - Led HubSpot integration testing and optimization efforts to enhance inbound marketing capabilities, improve personalized customer communications, and strengthen engagement tracking and lead management.

MARKETING MANAGER

- Toque and Bottle**October 2018 - May 2019
Chicago, IL
- Delivered monthly performance analytics, program insights, and lead-generation reports to more than 100 partners, contributing to a 41.98% increase in reservations and a 93.95% increase in website page views through data-driven marketing strategies.
 - Secured \$25K in sponsorship revenue within the first month for a national mixology competition, establishing valuable hospitality industry partnerships and creating opportunities for future sponsor engagement and collaboration.

MARKETING ACCOUNT MANAGER

- Agency360**June 2016 - June 2018
Chicago, IL
- Conceptualized and executed integrated marketing, social media, paid advertising, and public relations campaigns to engage target audiences through strategic content development, PPC advertising, and performance tracking using Sprout Social and Hootsuite.
 - Increased annual revenue by 10% year-over-year for a major restaurant client through targeted social media strategy, digital marketing campaigns, and audience engagement initiatives.
 - Secured media placements for clients across more than 50 local and national print, digital, and broadcast outlets, increasing brand visibility and public awareness.
 - Secured a feature for a client on the Travel Channel's Food Paradise, generating exposure to more than 1 million viewers through national satellite cable programming.
 - Managed day-to-day client relationships for 10 accounts, coordinating cross-functional efforts across graphic design, SEO, content development, and creative strategy to strengthen brand positioning and drive growth.
 - Supported fundraising and marketing initiatives for a 501(c)(3) nonprofit organization, contributing to campaigns that generated more than \$750K annually in support of the organization's mission.

CHAPTER MANAGER

- ANA Business Marketing Association - Chicago**June 2016 - June 2018
Chicago, IL
- Produced 3–4 monthly social and educational events engaging a network of more than 16,000 Chicagoland C-suite marketing executives, industry leaders, and media influencers.
 - Led the development and execution of creative assets, marketing content, email campaigns, and social media strategies to drive event awareness, engagement, and attendance.
 - Co-managed senior and associate board initiatives, supporting strategic goals, organizational priorities, and effective board relations through cross-functional collaboration.

ADDITIONAL ROLES

- Brightspark Travel - Hotel Coordinator**October 2015 - June 2016
Chicago, IL
- LS2Group - Account Coordinator**March 2014 - April 2015
Des Moines, IA