

Deb Goeschel

A creative, entrepreneurial and corporate communications professional with a proven track record of achieving desired results on-time and on-budget. Accomplished at establishing successful relationships with cross-functional teams at all levels, from Customer Service to C-Suite. Focused on ensuring clear messaging and effective communication strategies for every project. Integrate on-brand voice and targeted messaging to tell an authentic and engaging story that connects with customers. Significant experience inspiring and managing multi-disciplinary creative teams. Leader who incorporates effective communication solutions and furthers brand identity in every assignment.

SKILLS & STRENGTHS

- Strategic Communication Planning
- Digital & Social Content Creation
- Blogging & Email Marketing
- Core Business & Marketing Messaging
- Client Relations & Creative Brief Development
- Cross-functional Team Collaboration
- People & Project Management
- In-depth Interviewing, Writing and Editing
- Dynamic Presenter and Speaker

PROFESSIONAL EXPERIENCE

Communications & Content Director/Owner, Message Artist

Sept. 2012-present

A marketing communications company providing core business messaging, content creation services, branding, and writing/editing for entrepreneurs, wellness industry, and small to mid-size businesses.

- Provide big picture ideation and creative direction to create custom, strategic, and cohesive multi-platform communications solutions that ensure high-impact results for small business and entrepreneurial clients with big ideas and small budgets (\$2-\$8k).
- Develop strategic, integrated marketing plans that drive revenue, save time and money, and support clients' plans and objectives while increasing brand awareness, lead generation, and web traffic.
- Identify appropriate web, digital, social, video, and print marketing platforms to create better value, regaining clients up to 1/3 of their overall marketing budget by refocusing efforts and eliminating ineffective channels.
- Establish core messaging for clients by identifying and defining goals/objectives, core values, unique selling proposition, mission/vision, and ideal customer profiles in order to create and develop on-target branding, strategic marketing communications, and effective internal communications.
- Collaborate and guide clients through creative and strategic planning process to create authentic, branded, results-oriented online- and print-marketing materials that tell the important story, and increase brand awareness, web traffic, lead generation, conversions, and revenue.
- Manage creative team (writers, graphic and web designers/developers) to develop all marketing materials needed to meet goals. Edit all copy.
- Maintain [Message Artist](#) WordPress website and blog. Develop and implement all social campaigns.

Web Content Manager, Princess House, Inc., Taunton, MA

Oct. 2005-July 2012

A direct sales company selling cooking, entertaining, and dining products through over 19,000 independent Sales Consultants in the U.S. and Puerto Rico.

- Directed and implemented digital communication plans and strategies, focusing print-centric 49-year-old company towards a more comprehensive viewpoint, including web, email, and social media outlets.
- Successfully launched the company's first Facebook campaign, gaining over 14,000 thousand fans within a span of a 2-3 weeks. Increased "likes" to over 200,000 during my tenure.
- Increased usage of Sales Field business website from 40% to 87% during my content leadership.
- Developed and implemented effective web, email, and social media based strategies and plans that support Sales and Marketing initiatives while providing consistent brand messaging for both the English-speaking and Hispanic Sales Consultants and their customer markets.
- Successfully project managed content aspects of several PrincessHouse.com website redesign projects (including internal writers, graphic designers, and external web designers and producers) while collaborating with internal technical programming team.
- Supervised dedicated web team, creative team writers, and contract freelance, to update and maintain consistent, quality content updates and communications under tight and frequently changing deadlines.
- Developed promotional campaigns to support launch of, and training on, new sales field business website; collaborated with Sr. Manager of Training to develop effective, targeted training seminars for sales field to support launch of upgraded business website.
- Worked with Manager of Hispanic Communications ensuring all Spanish language web and email content reflected brand and marketing messaging, were consistent with printed collateral, and met specific needs of the Hispanic Sales Field.
- Understood the needs of a multi-cultural and diverse customer base to ensure communications stimulate action at each customer level – from sales consultants to their hostesses and direct customers.

Web Editor/Designer, Princess House, Inc.

Oct. 2001-2005

- Managed, wrote, edited, and designed web content for external site and internal business management and training websites.
- Supervised creative web team tasked with keeping sites updated with current content.
- Created web marketing presentations, specific to both the English-speaking and Hispanic Sales Field for use at annual conventions.
- Provided marketing and writing/editing support for IS/IT department projects.
- Additionally, acted as photographer and creative director for several in-house photoshoots—primarily event and people focused.

Graphic/Web Designer, The WorldPaper, World Times, Inc., Boston, MA

Jan. 1999-Oct. 2001

A monthly publication appearing in seven languages in over 20 international publications.

- Member of Editorial team that determined theme/concepts for each publication, with articles written by international journalists in country-of-story focus.
- Commissioned illustrations and sought and bought photos and graphics complementary to national- and internationally-focused editorial within deadline-driven environment.
- Redesigned, restructured, and managed the websites for World Times, Inc., and *The WorldPaper*.
- Designed layouts and proofread copy for monthly broadsheet, tabloid, magazine, and web editions.

Photographer/Principal, Picture This, Waterford, CT	1993-1996
<ul style="list-style-type: none"> • Self-employed photographer, focused on portraiture and theater headshots. 	
Actress	1993-1996
<ul style="list-style-type: none"> • Performed in local/regional New England theaters and events. • Voiceover work for marketing/training videos for businesses, including Princess House, Pure Haven Essentials, Message Artist 	Ongoing
Teacher's Assistant, American Annex School, Meßstetten, Germany	1991-1992

EDUCATION

- **Master of Science in Journalism**, Boston University, College of Communication, Boston, MA
Advanced Journalism Studies Certification: Multi-Media Production and Design.
- **Bachelor of Arts in English Literature**, University of Connecticut, College of Arts and Sciences, Storrs, CT.
Minor concentration: Fine Art Photography.

CERTIFICATES

- *Emotional Intelligence and Conflict Resolution*, Bob Albright Training
- *Management Skills for First-Time Supervisors*, National Seminars Group
- *Creative Marketing Conference*, National Seminars Group
- *How to Design a Training Program*, National Seminars Group
- *Effective Project Management*, Rockhurst University Continuing Education

AWARDS

- *Heart of PH winner, Princess House*: Given to employee who embodies values and mission of company.