

## **WENDY M. BYRNE**

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### **LOTH, INC.**

May 2011- Jan. 2012

Director of Marketing and Public Relations  
Columbus, Ohio and Cincinnati, Ohio

#### ***Responsibilities:***

- Serve as a member of the LOTH Executive Leadership Team
- Creation of the new LOTH, Inc website, to include all content
- Develop, implement and communicate a company wide go-to-market plan
- Manage and coordinate all marketing, advertising and promotional activities for LOTH Inc.
- Conduct market research to determine market requirements for existing and future marketing collateral.
- Develop and implement Strategic Marketing Plan for Cincinnati and Columbus.
- Monitor, review and report on all marketing activity and results to EMT monthly and quarterly for review.
- Write press releases and speeches for both Columbus and Cincinnati offices
- Liaison with media and advertising opportunities within both markets.
- Create, implement and communicate the marketing and branding strategy

#### ***Accomplishments:***

- Created and launched LOTH, Inc. website
- Effectively developed, implemented and communicated branding and Strategic Marketing Plan resulting in increased sales of 19% over a 6 month period

### **GREATER COLUMBUS CHAMBER OF COMMERCE**

Sept. 2009 – May 2011

Senior Business Development Manager  
Columbus, Ohio

#### ***Responsibilities:***

- Effectively communicate the value proposition of the Columbus Chamber and the Columbus Region Logistics Council for the purpose of recruiting and retaining member
- Create and implement Sales Plan in coordination with Annual Budget
- Build and sustain relationships with organizations throughout Central Ohio
- Ensure optimum targeted delivery of services to 2,100 members and the community through strategic planning, in-progress reporting of strategic process, and partnering with key community resources
- Responsible for creating and implementing new revenue generating programs

#### ***Accomplishments:***

- Successfully met and exceeded individual sales goals by 60 percent
- Increased Columbus Region Logistics Council Membership by 25 percent

**PREMIER AT SAWMILL ATHLETIC CLUB**  
Director of Marketing and Public Relations  
Columbus, Ohio

Jan. 2006 – Sept.2009

***Responsibilities:***

- Responsible for Marketing strategy, planning and execution, including development of creative executions (TV, print, radio) media buys
- Oversee website content management and all social media to include: on-line communications comprising of Facebook, LinkedIn, Twitter and all web media
- Develop and implement Strategic Marketing Plan
- Responsible for Brand Development and Management to include: creation, implementation, and training to ensure a clear and concise brand throughout the organization
- Establish and build relationships with media
- Build and sustain strong relationships with organizations throughout Central Ohio
- Manage Business Development Team
- Planning and execution of special events

***Accomplishments:***

- Successfully created a marketing strategy to reposition the organization's brand to fit the value proposition
- Contributed and supervised the creation of the website
- Led the Sales Team to successfully meeting and exceeding sales goals

**GREENSVIEW AFTER SCHOOL ADVENTURE PROGRAM**  
Founder and Instructor, "FIT KIDS" Exercise Program  
Columbus, Ohio

May 2002 – June 2006

***Responsibilities:***

- Develop and implement an exercise class for the purpose of generating revenue to the Greensview Parent Teacher's Association and to educate youth on wellness
- Instruct classes
- Creation of all marketing and communications

***Accomplishments:***

- Successfully generated more than \$3,000 in revenue each school year

**HENRI BENDEL NEW YORK/BATH & BODY WORKS**  
Visual Merchandise Marketing Manager  
Columbus, Ohio

Sept. 1995 - April 1999

***Responsibilities:***

- Responsible for Brand Development, including Brand Awareness, Brand Management, and staff training to ensure consistent message throughout all retail stores
- Oversee strategic management of internal and external marketing to drive sales
- Support Visual Merchandise Team with new product roll in conjunction with brand

- Collaboration with designers for the purpose of brand management

## **EDUCATION**

The Ohio State University

*B.A. Journalism/Public Relations*

## **COMMUNITY ACTIVITIES**

PRSA Member

Marketing Chair for the Ovarian Cancer Alliance of Ohio Board of Directors