

BETH PAULSEN



HIGHLIGHTS

Marketing Director at Primal Pastures
Temecula, Ca
B2C, Agriculture / 2017-18

Led and executed marketing initiatives to build a foundation for sustainable growth:

- Increased total sales by an average of 88% over one year
- Developed content for Instagram: gained 5,000 followers
- Tripled website visits from Instagram
- Tripled sales converted from Instagram leads

I turned immovable products into sustainable sales by targeting new customers, building relationships with influencers, optimizing product offerings and creating engaging content.

EXPERIENCE

Content Marketing Manager
LabStats, Idaho Falls, Id
B2B, SaaS / 2018-Present

Developing content that connects higher ed IT teams to the most powerful reporting tool in the industry. Writing content to generate leads and increase engagement while heading up branding and design for a new app.

Marketing Communications
Specialist
Azusa Pacific University
B2C, Higher Ed / 2017

Graphic Designer
Concordia Supply
B2C, Ecommerce / 2015-17

Office Manager
Friends Community Church
Nonprofit / 2014-15

Content Development
Manager
OnPoint
B2B, Tech / 2011-13

California State Polytechnic
University, Pomona
BFA Graphic Design 2006-11

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