

TERI HERBSTREIT

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PROFESSIONAL OVERVIEW

Marketing communications professional with experience in department leadership, corporate public relations, media relations, crisis communications, SEO, internal and digital communication. Experience in consumer products, healthcare, business-to-business, and brand management. Successful in digital media management, writing blogs, social media posts, emails, video scripts, and press releases. Highly skilled at cross-functional collaboration and building influential relationships internally and externally at all levels.

WORK EXPERIENCE

Marketing Manager, Storyteller, Brand Experience

ACCO Brands, Dayton, Ohio | Feb 2020-Jan 2023

Marketing manager on creative and product development team that drove \$595M in net sales for school (\$229M) planning (\$134 M) and office (\$232M) categories. Key consumer and business-to-business brands included Five Star School, Mead, AT-A-GLANCE, Cambridge, Swingline, Quartet, and TruSens. Created and executed digital marketing content plans, including blogs, web pages, and social media driven by SEO and digital marketing considerations. Wrote in-product content, email campaigns, packaging, brand launch materials, channel promotions, video scripts, press releases, and more. Researched and wrote content for psychosocial, and fashion trends for global use in product development and marketing.

- 2022: \$1,661,656 in gross profit from organic search across D2C (digital to consumer), 44.67 percent increase in blog sessions
- 2021: 124 percent YOY increase in AT-A-GLANCE web traffic from social channels. 39 percent YOY (July-Dec) increase in organic traffic for Daytimer.com, leading to an 80 percent increase in revenue from organic search \$629,780 in 2021 compared to \$348,996 in 2020
- Hand-picked by Creative Director as one of four creators of meadcambridge.com website

Manager, Editorial Department

ACCO Brands, Dayton, Ohio | 2017-Feb 2020

Led and mentored a diverse department of editors/content creators. Wrote content for products including licensed items, brand guidelines, email campaigns, packaging, press releases, trend copy for new designs and customer/channel presentations.

- More than 8,400 products were proofread and edited annually.
- Led transformation from paper proofing/editing to digital resulting in a \$175K yearly cost reduction.

Managing Partner

H&H Property Management, Dayton, Ohio | 2002 - 2017

Managed all operations: marketing, legal, community involvement, maintenance, of 1M residential rental property company.

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WORK EXPERIENCE CONTINUED

Account Manager Position Title

Kearns Design, Dayton, Ohio | 1998 - 2002

Acquired and managed marketing communications clients. Led project teams to develop marketing campaigns that effectively built brand image and drove sales. Developed marketing programs for variety of business-to-business clients using an integrated approach to create balanced programs to build their brands and businesses. Managed corporate marketing and communication functions for various clients including brand management, public relations, media relations, art direction, corporate positioning, product launches, advertising, sales collateral, and trade show marketing.

- Increased sales by 30 percent by acquiring and managing new large B2B account.

National Promotions Manager

The Iams Company, Dayton, Ohio | 1995 - 1998

Created all national promotions for cat products. Developed trade show concepts and materials, managed production companies, art directed photo and commercial shoots.

- Handled all sales materials and managed agencies for launch of Eukanuba Cat Food
- Sales increased 200-400 percent per promotion

Previous Experience: Media Relations Manager/Account Manager

Miami Valley Hospital, Dayton Ohio

Developed and executed media relations strategies and plans. Pitched stories, managed media requests, wrote and secured placements of press releases. Planned and implemented strategic marketing communication plans for numerous hospital departments.

- More than 250 media placements per calendar year, including national media stories (*20/20, 48 Hours, etc.*).
- Hand-picked by hospital CEO to redesign the resident recruitment for primary care physicians.
- Personally responsible for 425K in annual cost reduction

EDUCATION & SPECIAL SKILLS

Antioch University | Yellow Springs Ohio | Masters in Management

Wright State University | Dayton, Ohio | BA in Communication

Fluent in French

Teach, perform, and partner at Black Box Improv Theater, Dayton, Ohio