

# LIZ GROH TREICHLER



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## CONTENT MARKETING MANAGER / DIGITAL CONTENT MANAGER / COMMUNICATIONS MANAGER

INTERNAL & EXTERNAL COMMUNICATIONS / TRADE SHOW & EVENT MANAGEMENT / CONTENT STRATEGY, CREATION & EDITING

**Results-driven professional with a verifiable track record of success in developing both print and digital content strategies to drive growth and establish thought leadership.** Skilled in partnering with leadership, vendors, and business partners to develop high-impact key messaging, special events, and branding strategies to improve visibility, elevate employee and customer satisfaction, and enable sustainable growth. Strength in analyzing needs, researching and identifying opportunities, defining the plans, and implementing integrated solutions with strong results. Fluent in Spanish.

— Additional Core Skills —

- Communication Strategy Development & Execution
- CRM & Sales Funnel Management (Salesforce, Zoho)
- Content Creation, Editing & Management
- Brand Elevation, Development & Management
- Experience with Partially & Fully Remote Teams
- Sales, Marketing, Online & Social Media Content
- Website CMS & SEO Management
- Event / Trade Show Management & Support
- Executive Leadership Counsel & Collaboration
- Project / Program Life Cycle Management

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## PROFESSIONAL HIGHLIGHTS

NOTESWIFT, LLC. ■ 2017-March 2019

*Multi-faceted marketing, content and CRM management role with a healthcare technology start-up.*

### Communications Director

Hold variety of critical roles in building websites, developing content for online and social media platforms, managing sales funnel and implementing and managing CRM, and developing and managing email marketing campaigns and lead lists. Also experienced in creating marketing materials and press releases to support product launches, designing trade show booths and signage, producing internal and external communications, and coordinating conferences and trade shows, including handling logistics and providing on-site support.

— Content Creation, Editing & Management —

- **Primary resource for content creation, editing, and management across all channels** for the entire organization.
- **Manage corporate website in WordPress utilizing SEO best practices.** Create, review and publish website content including product pages and blog posts, manage Google AdWords accounts, and ensure the resolution of all site issues.
- **Manage corporate social media presence across all channels, including content creation, posting, and reporting.** Develop and maintain compelling, keyword-driven, social media posting schedule to share and support original content as well as draw attention to other thought leaders in the industry. Collaborate with outside contractors to create videos and other marketing messaging tools.
- **Create, implemented and maintained corporate communication strategies across all channels, driving thought leadership and lead generation efforts** through weekly marketing email newsletters and regular product update emails, sponsored article placements, white papers, physician-hosted webinars, social media campaigns, and in-person events.
- **Guided redesign of website, marketing materials, and trade show booth / collateral to reflect new branding focus** on the core product as opposed to the overarching corporate brand.



— Internal & External Communications —

- **Interface extensively with CEO to ensure the timely creation and dissemination of key messages for internal and external communications.** Created, implemented and managed proactive sales email marketing campaigns as well as ongoing email nurturing campaigns to continue to build brand awareness and credibility, and to generate new leads from existing contacts. Also responsible for regular product update emails to client base.
- **Planned and managed all aspects of regional and national conferences and trade shows,** including sponsorships and budgeting, working with vendors to coordinate various rentals, negotiating contracts, booking travel, coordinating logistics and shipping, personally attending the event and manning the booth in both on-site support and marketing/sales capacities, overseeing breakdown, and handling post-event attendee follow-up and reporting.

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— CRM & Sales Funnel Management —

- **Manage Company-wide CRM Suite, encompassing sales and lead management, customer support, and email marketing.** Spearheaded implementation and provide ongoing management and internal support for Zoho One, CRM, Desk, and Campaigns tools.
- **Create & Manage Email Sales Outreach to drive new business and build brand awareness.** Manage all aspects of sales email outreach to a database of more than 11,000 prospects, including creation, editing, platform management, SEO, and list management.

HHS, LLC. ■ 2009-2017

*Dedicated 8-year career enabling this leading healthcare services company to achieve continued business growth.*

**Senior Marketing Director / Marketing Director / Business Development Director**

Held critical roles in building websites, developing content for online and social media platforms, creating marketing materials, designing trade show booths and signage, producing internal / external communications, and coordinating special events. Interface with leadership, teams, and vendors to analyze needs and develop solutions to increase awareness of services, elevate brand identity, improve morale and engagement levels with employees, and maximize financial performance.

— Internal & External Communications —

- **Interface extensively with CEO, CFO, CAO, and Presidents of service lines to ensure the timely creation of key messages for internal and external communications.** Provide guidance on internal rebranding effort spearheaded by the CEO. Develop talking points and communications to increase awareness of new training, mentoring, and recognition programs across the enterprise.
- **Provide content strategy and guidance to senior executives** to maintain company brand voice in all communications, respond to negative company reviews, and obtain positive reviews from top performers.

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— Event Planning & Management —

- **Plan and coordinate all aspects of 4-5 yearly national / regional trade shows and conferences,** encompassing logistics, promotional / marketing materials, and on-site support.
- **Assumed responsibility for organizing highly successful corporate conference in Orlando comprised of over 500 attendees.** Developed program and conference materials, coordinated speakers and scheduling, created signage, and provided on-site support during large event.

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— Content Development —

- **Primary resource for creating sales proposals, messaging, surveys, executive announcements / letters, case studies, articles, and team members' success stories** for the entire organization. Oversee the expansion of websites, develop new content for all sites including electronic message boards, review and approve content for blog posts, manage Google AdWords accounts, and ensure the resolution of all site issues.
- **Redesigned website and marketing materials, and assisted in developing sales proposals and case studies for healthcare services, as well as an SaaS technology start-up,** that supported year-over-year growth.
- **Collaborated with sales teams to develop winning responses for Request for Proposals**\_including the largest sale in the company's history.
- **Developed sales and marketing material for new suite of SaaS technology products that contributed to growing customer base from 8 to 100.** Created information sheets and brochures, produced price quotes, launched website, and led efforts of vendor to build the trade show booth.

MSB MEDIA GROUP / PHENIX & PHENIX LITERARY PUBLICISTS ■ 2005-2009

**Marketing Director / Marketing Coordinator – MSB Media Group  
Client Development Coordinator / Publicist – Phenix & Phenix Literacy Publicists**

Originally recruited by Phenix & Phenix Literary Publicists and earned several promotions to Marketing Director overseeing all aspects of corporate marketing initiatives supporting MSB Media Group parent company, and BookPros, Phenix & Phenix Literary Publicists, and Graphic Design Specialists subsidiaries.

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— Marketing, Public / Media Relations & Communication Strategies —

- **Managed the design and execution of web-based marketing campaigns and SEO programs.** Set-up the initial SEO campaign leveraging Google AdWords that generated new leads.
- **Contributed in enabling Phenix & Phenix Literary Publicists in expanding into international fairs.** Educated new authors on the publication processes. Determined books' potential for success in the marketplace.
- **Researched and developed pitch angles, wrote and disseminated press materials to the media nationwide,** and scheduled and coordinated interview opportunities for authors.

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— Event Planning & Management —

- **Planned, managed, and oversaw company's presence at major industry events and trade shows worldwide.** Represented corporate and clients' interests through sales and networking activities at conferences.

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— Content Development —

- **Wrote, edited, and designed brochures, websites, and other branding materials for corporate and subsidiaries** that contributed to increasing visibility and sales.

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## ADDITIONAL EXPERIENCE

SPOKE CREATIVE GROUP, LLC. ■ 2009-2012

### Consultant

- **Assisted authors, artists, and architectural / legal firms in building websites and social media platforms.** Collaborated with clients to analyze needs, develop strategy, create high-impact content, and launch marketing platforms to increase awareness of products / services.

THE BAYLOR LARIAT UNIVERSITY NEWSPAPER ■ 2003-2005

### Copy Editor (2003-2004) / News Editor (2004-2005)

- **Participated in producing four weekly newspapers for the University's student body and staff.** Selected content for front page, edited articles, designed layout of pages, and wrote opinion articles and news stories.

## EDUCATION & TECHNICAL SKILLS

### Bachelor of Arts in Journalism / New Media, 2005

BAYLOR UNIVERSITY – Waco, Texas

### HIPAA Awareness for Business Associates Certification – 2015, 2017, 2019

#### Technology Proficiency

MS Office Suite (Word, Excel, PowerPoint), Zoho (CRM, Campaigns, Desk), Salesforce, WordPress, Hootsuite, Google AdWords, Bing Ads, GoToMeeting / GoToWebinar, Google Docs, Constant Contact, iContact, InDesign, Photoshop

## COMMUNITY INVOLVEMENT

### Junior League of Denver – Member

### Mile High United Way – Student Reading Buddy Program Volunteer