

Marcus Bethay II, MBA

PROFESSIONAL SUMMARY

Experienced consultant and marketing manager with a successful track record of developing and executing targeted strategies that engage with customers and drives results. Skilled in identifying opportunities, developing a strategic plan and leading a team to execute to accomplish our stated goals. Expert relationship builder and client advocate.

- Successful record of establishing marketing strategies to achieve goals across multiple media platforms.
- Excels at building strong relationships and communicating with key stakeholders to achieve common goals.
- Proven ability to bring teams together to accomplish strategic goals

BUSINESS EXPERIENCE

Team Velocity Marketing

April 2016 – Present

Regional Marketing Director – Ohio, Pennsylvania, Michigan, New York

- Manage and retention of up to 40 existing clients accounting for \$2.4M in annual revenue.
- Consult dealerships across 4 states as primary client-facing representative. Provide marketing assessments and recommend comprehensive marketing solutions including direct mail, digital and traditional strategies.
- Monitor industry trends, including Google digital Playbook and Google Analytics to partner with both internal team and clients to optimize marketing efforts.
- Partner with dealership management team to effectively implement an intelligent marketing strategy and in-store processes that drives additional sales and service business and helps to retain more customers for less cost.

Mount St. Joseph University College of Business

January 2015 - Present

Adjunct Professor – Cincinnati, OH

- Create an environment for learning text book material through real world examples and student-generated content for discussion at both the undergraduate and graduate level.
- Built and facilitated new curriculum for the first on-line course in the College of Business, MKT-300

Gannett – Cincinnati Enquirer and Cars.com

September 2013 – April 2016

Sr. Client Strategy Manager – Cincinnati, OH

- Provided strategic direction and established team priorities for Client Strategy and Creative Development team that directly aligns with organizational directives.
- Led innovation sessions with individual local advertisers and advertising agencies to review market opportunity, industry trends and strategies to connect the advertiser with their target consumer and achieve business goals.
- Developed integrated client marketing solutions that combine consumer insights, business strategy, media plans and creative solutions that drive results for top 1/3 local advertisers accounting for \$5M in revenue potential quarterly.
- Utilized primary research, Nielsen and Scarborough market research tools to measure shopping patterns, consumer lifestyle trends, media usage across broadcast TV, cable and radio

Automotive Client Strategy Manager – Cincinnati, OH

(9/2013 – 2/2015)

- Prepared strategic marketing solutions for over 100 regional dealerships and groups, a combined \$13M annual spend, based on needs assessments and auto industry analysis.
- Mentored and coached 6 Account Executives on presenting advertising strategies based on insights and discussing key performance metrics to track for success.
- Built integrated marketing plans and delivered results to clients based on shift in market performance and optimization of Google tools to improve targeting the right consumers

Target

May 2011 – September 2013

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Executive Team Leader, Store #1534 – West Chester, OH

- Trained, developed and coached team of 10 team leaders and 150 team members on Planograms and merchandising to drive sales, following best practices and delivering amazing guest service. Promoted 2 direct reports in 2012.
- Executed company priorities effectively through scheduling, planning and managing processes accordingly. Drove successful sales and merchandising strategy and Planogram execution for \$32 million per year store leading to 5% sales increase in 2012 while District grew less than 1%.
- Captained payroll expenses, holding leaders accountable for individual departments and effectively scheduled 30,000 hours/\$360,000 per year. Led 2012 store inventory management/evaluation process for \$4 million in merchandise.

Toyota

2004 - 2011

District Manager, Cincinnati Region – Michigan, Ohio, Kentucky and Tennessee

(9/2007 – 5/2011)

- Consulted over 40 dealerships across Michigan, Ohio, Kentucky and Tennessee. Conducted monthly review of department P&L statements, led observations and made process improvement recommendations to improve efficiency and profitability; in 2010 districts of responsibility increased customer retention 40% and profitability by 10%.
- Created store specific direct marketing programs for dealerships by utilizing data-driven insights (e.g., National sales data, Polk, Urban Science and TOMS). Assessed untapped opportunities and identified volume and profit growth areas. Leveraged market research into actionable marketing plans; led 6% increase in customer pay service business.
- Presented key performance metrics, recommendations and potential ROI to dealership management through highlighting current situation, explaining implementation steps and providing necessary resources to execute.

Purchasing/Marketing Analyst, Tundra and Tacoma Brand – Erlanger, KY and Torrance, CA

(6/2004 – 9/2007)

- Communicated national brand strategies for new Toyota Tundra, including hands-on customer programs, incentives and company priorities to 9 regional offices and 1200 dealers to ensure cohesiveness throughout the system.
- Prepared “Tundra Sales Tool Kit” to serve as a written guideline around marketing, grass roots events and as an overall reference tool in order to gain consistent implementation across the 1200 store front dealer body.
- Developed and implemented a Toyota Supplier Assimilation Program to train new suppliers on Toyota requirements.
- Created and executed a Women Business Enterprise (WBE) initiative for the supplier diversity group that established new WBE target of 5% of Tier II suppliers be certified WBEs.

EDUCATION

Indiana University – Kelley School of Business

August 2010 – August 2012

- Masters of Business Administration – Marketing/Management

University of Cincinnati – College of Business

Sept 2002 – June 2006

- BBA - Marketing / International Business

Universidad de Desarrollo - Santiago and Concepcion, Chile

January 2006 – February 2006

ACTIVITIES, AWARDS AND HONORS

- **University of Cincinnati Alumni Association Board of Governor’s – 2014**
- **Member, Association of Black Alumni Organizations, 2016**
- **President, University of Cincinnati African American Alumni Affiliate – 2014 - 2017**
- **Board Member, The Cornerstone Non-profit – 2013 - 2014**
- **Omega Psi Phi, Superior Service Award - 2013**
- **Toyota, Cincinnati Region District Service Manager of the Year – 2008**
- **University of Cincinnati Presidential Leadership Medal of Excellence – 2006**