

AMEE BELLWANZO

MARKETING STRATEGIST AND LEADER

614-296-0128



amee.bellwanzo@gmail.com



Columbus, OH



AmeefromColumbus.com



SUMMARY

Innovative marketing strategist and inspiring leader who approaches complex challenges from multiple angles to deliver creative and effective solutions, which have delivered well over \$510 million in sales leads. More than 20 years of B2B and community marketing experience encompassing agency and client-side, business incubation, and nonprofit leadership, for small start-ups to global brands, with significant experience in tech, finance, economic development, meetings and tourism, and publishing industries. Copy, design, and branding aficionado. Known for bringing creativity, energy and drive to teams.

COMPETENCIES

B2B, B2C, Branding, Brand Voice, PR, Copywriting, Editing, Creative Development, Creative Direction, AI Prompts, AI Integration, Team Leader, Omnichannel Marketing, Integrated Marketing, Channel Marketing, Event Marketing, Experiential Marketing, Direct Marketing, Sales Support, Lead Generation, Digital Strategy, Content Strategy, Content Development, Stakeholder and Corporate Communications, Data-Driven Campaign Development, Presenting and Speaking, Media Spokesperson, Brainstorm Leader, SEO/SEM, Video, Vendor Management, Budget Management, Target Market Development, Groundbreaking yet Effective Marketing Campaigns

EXPERIENCE AND ACHIEVEMENTS

Founder and Fractional CMO – SparkCMO (spark-cmo.com)

Columbus, OH | August 2024 – present

- Built a company to help economic development, community, and place-based organizations increase revenue, achieve mission-driven goals, and make lasting impact

Vice President of Marketing and Communications – ECDI (ecdi.org)

Columbus, OH | May 2020 – August 2024

- Raised ECDI's profile from "small nonprofit" to "#1 SBA Microlender in America" through overhaul of branding, digital presence, PR, and communication strategies
- Developed and implemented marketing, client engagement, lead generation and sales funnel strategies that contributed to growth over the four-year period when lending volume increased by 314% (from \$56.4 million to \$177 million) over the previous 16 years' total to make ECDI the top SBA microlender in the country
- Built and led the CDFI's marketing department including team, processes, and SOPs
- Developed and directed PR strategies, achieving more than 430 media placements (approx. ad value of \$5 million, publicity value of \$15 million, ROI of \$76-\$230 to \$1)
- Designed and guided digital strategies, resulting in audience growth of 350% across social channels, and a highly responsive opt-in list of nearly 25k business owners
- Managed and strategically guided CDFI's incubator teams comprising 21 colleagues of widely varied cultures and backgrounds; mentored five high-level direct reports; systematically developed and promoted leader to continue as standalone division

Marketing Director – Experience Columbus (experiencecolumbus.com)

Columbus, OH | January 2018 – March 2020

- Directed and managed convention and service marketing for a city with 400+ conventions per year and supported a team of 10 sales managers
- Created innovative media, event and activation strategies that positioned Columbus as appealing, urban and cool and drove more than \$16 million in revenue
- Leveraged insights from focus groups and research data to improve results from media strategy, sales messaging and creative work, such as increased digital engagement (time spent on site ^76%, pages visited ^60%, social visits ^x30+)
- Built trust, collaborated extensively with, and advised other departments and stakeholders, inside and outside of the company, including initiating and leading goal-driven forums and brainstorming with the city's marketing and tech communities

EDUCATION

Bachelor of Arts in Communications

Bowling Green State University
Cum Laude

PORTFOLIO

View: AmeeFromColumbus.com

ASK ME ABOUT

- Creating innovative, cross-functional marketing partnerships that leverage incubation program funds to gain high-value publicity for ECDI and clients (media examples: [broadcast](#) | [print](#))
- Coming up with a game-changing client intake process that centralized statewide efforts to speed lending and business incubator prospects through the sales funnel
- Envisioning, developing and executing an event activation that gave attendees an emotional connection to Columbus, without ever setting foot in the city, which affected booth visitors so profoundly they stayed 5-10 times longer, recorded testimonial videos, took photos, and even tattooed our messaging on their arms ([see video](#))

EXPERIENCE (CONTINUED)

Co-Founder, Operations Director and Chief Marketer – Alternative Fashion Mob

Columbus, OH | November 2012 – March 2020

- Envisioned and established creative platforms, large-scale events, and workshops, locally and globally, while seeking out, creating and/or making connections with resources to support fashion design microenterprises
- Recruited close to 500 passionate volunteers and raised more than \$175k
- Used social media and PR savvy to organize and promote events for little to no cost

Sr. Account Executive, Copywriter, Business Development – Sudden Impact Marketing

Westerville, OH | August 2006 – December 2017

- Cultivated a \$1.6 million book of business through successful strategy, budgeting, planning and execution of multi-media direct, relationship, channel, content marketing, sales and lead generation programs
- Effectively broke down details of complex technologies (e.g., SaaS, IaaS, cloud-based and managed services, security, communications/conferencing, mobile, IoT) to communicate their benefits in meaningful ways
- Envisioned, wrote, and directed groundbreaking direct marketing campaigns that drove an \$8 million pipeline, with ROIs as high as \$40 to \$1, for global tech brands including Cisco, HP, and IBM, garnering features in business and marketing trade publications, such as [Direct Marketing News](#) and [Brandcrunch](#)

Director of Marketing – Title First Agency

Columbus, OH | July 2004 – July 2006

- Directed marketing, advertising and PR efforts, including rebranding the company in a transition from traditional to technology-based title insurance and using competitive data analyses to clarify sales targets for 12 offices in three states
- Reorganized marketing staff model to maximize departmental capabilities and recruited, hired, evaluated and trained marketing and creative staff

AWARDS, BOARDS AND VOLUNTEERISM

- Columbus Brand Marketers
- ROY G BIV Nonprofit Art Gallery Board Member
- Can't Stop Columbus Board
- Columbus Alive "People to Watch"
- Singer, Lyricist, Guitarist for All-Female Rock Band, Trachete
- Founder and Director of Columbus Rocks the Cure
- Fashion Activations Chairperson, Independents' Day
- Marketing Chairperson for Olde Towne East Neighborhood Association Tours
- Wexner Center 12-1/4 Circle Council
- COSI New Leadership Group