

LYDIA BOHM, CPM

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BRAND & MARKETING SOLUTIONS LEADER

Marketing leader and Certified Project Manager with a proven track record crafting creative marketing programs that identify and leverage compelling brand messaging that target customers, delivering significant business value. Recognized brand influencer, crafting and promoting the brand story through digital, social media, and industry collaboration. Effective personal networking and relationship building, focusing on media outlets, trade organizations, and industry leaders. Independent, self-starting achiever who is dedicated to team-wide collaboration. Strong creative skills with in-depth experience in all aspects of brand and project management.

- Brand Creation & Narrative Management
- Broadcast Network Commercial Design and Management
- Video Production Management
- Social Media Planning and Implementation
- E-commerce Solutions
- Strategic Business Planning
- Art Direction - Digital, Video, Print
- Budget Creation and Management
- Event Planning
- Market Research
- Vendor Management
- Full Lifecycle Project Management
- Website Design / Usability

PROFESSIONAL EXPERIENCE

Weldon Pump, Oakwood Village, Ohio
Racing/Aviation Fuel Systems Manufacturer

6/2015 to Present

Marketing Manager

Conceptualize and execute all marketing initiatives for Weldon Pump's High Performance Racing and Aviation divisions. Responsibilities include complete marketing life-cycle from program ideation through planning, budget creation, creative brand messaging, implementation, and supervision of internal resources, freelancers, and vendors. Responsible for marketing ROI.

Key Achievements

- Championed Weldon Racing's first series of National TV commercials which, aired on Fox Sports Network (ESPN, ESPN2) beginning in 2021: Designed commercial series concept, managed logistics of the shoot, and oversaw video development.
- Designed and programmed Weldon's High Performance point-of-sale website (WeldonRacing.com). Webstore now contributes significantly to gross sales of the division.
- Authored Social strategy which, has seen over 900% organic growth in five+ years.
- Responsible for the year-over-year creation of the print and digital product brand messaging which, has resulted in significantly increased brand awareness and demonstrated contribution to sales goals.
- Designed tradeshow booths for Weldon Pump, Kelly Aero, and Cutis Superiors Valve (Weldon's sister companies) for use in both US and international industry events.
- Built an extensive PR and Marketing network with many industry news outlets as well as sectioning organizations - NHRA, NMCA/NMRA, SCORE, etc. - within the racing community.
- Negotiated yearly integrated print and digital contracts that produced significant ROI value.

- Designed and planned track-side brand events across the US.
- Work directly to support Weldon's family of racer ambassadors in all aspects of brand awareness, product promotions, and social media.

Speed City, Eastlake, Ohio

04/2014 to 12/2014

Director of Marketing & Communications - Speed City Performance

Led the marketing and communications programs for Speed City Performance. Designed and authored sponsorship presentations for the Nitro Funny Car campaign, print/digital ads, and trade show assets. Participated with company owners in strategic business development initiatives with Mitsuboshi Belting Ltd., as well as coordinated and hosted track-side new product evaluation and testing at NHRA events.

Key Achievements:

- Authored and designed the sponsorship presentation for Speed City's Funny Car race campaign.
- Designed all company print ads, digital assets, and track-side PR communications.
- Worked directly with campaign sponsors including MBL, Ltd., RacingJunk.com, and others, on all aspects of marketing, communications, and brand promotion.
- Served as Marketing and Creative Lead in the presentation, negotiation, and closure of the MBL, Ltd. Funny Car sponsorship program for the 2014 race season.
- Designed and implemented track-side testing and promotional events for race campaign sponsors at NHRA events in Joliet, IL, and Indianapolis, IN.

Weldon Pump, Oakwood Village, Ohio

06/2009 to 01/2014

Marketing Manager and Consultant, Weldon High Performance

Championed, directed, and managed all aspects of marketing for Weldon High Performance, encompassing print, web, and email campaigns. Served as the point-of-contact for all media and PR initiatives and acted trackside as the brand's (NHRA) Sportsman Racer product ambassador. Worked extensively in collaboration with Sales to create strategic, multi-year business and marketing campaigns that targeted specific motorsports product market segment opportunities.

Key Achievements:

- Designed, developed, and implemented all brand print advertising campaigns, including those for National Dragster, Drag Illustrated, RPM, FSC/Race Pages, and Dirt Sports, among others, based on product / market data analysis.
- Crafted and implemented online marketing initiatives on racing sites, including CompetitionPlus.com, RaceDezert.com, and others.
- Designed and created all print collateral, including brand logos, catalogs, sell-sheets, technical schematics and drawings, and manuals.
- Worked with Sales to meet revenue goals through targeted marketing initiatives based on product and market segment: Drag, Street, Off-Road, Offshore, Outlaw, etc.
- In collaboration with Sales, represented Marketing's interests throughout the brand's new product development cycle.
- Initiated and nurtured media relationships with both print and webzine writers and editors to promote brand visibility and product coverage.
- Cultivated strategic alliances with a wide range of racing sanctioning organizations, including knowledge of numerous contingency programs.
- Designed and procured all ad specialty products, including apparel, banners, and incentive items.
- Art-directed and supervised studio product photography as well as track-side photoshoots at events nationwide.

- Planned, coordinated, and hosted NHRA track-side racer appreciation and special events coast-to-coast.
- Coordinated and supported trade-show participation and related special events.
- Designed and managed email marketing campaigns.

Advertising, Brand and Marketing Project Leader

01/2004 to 12/2010

Consultant, Cleveland, Ohio

Provided freelance and project-based marketing, art direction, creative, and project management consulting services to a wide range of industrial, manufacturing, consumer, and nonprofit clients, including TradebridgeFX, Fairhill Partners, CareerCurve, Talent Matters, ERICO, Jamilla Naji, and Different Facets.

Key Achievements:

- Created the UI for the TradebridgeFX website and developed the associated email campaign.
- Championed the marketing and outreach activities for Fairhill Partners. Executed strategies to support the organization's wide range of community service and educational programs via print and web. Supervised staff of three support personnel and project-based staff.
- Managed and supported Salesforce's CRM application for CareerCurve, including data/UI programming, report design, and email functionality for the executive Sales/Client Support Team.
- Designed and programmed a comprehensive series of Zoomerang surveys and business information email campaigns for Talent Matters, providing survey data analysis to the business development lead.
- Designed and developed an email marketing campaign for prominent New Mexico artist Jamilla Naji for the promotion of special gallery exhibitions throughout the US.
- Executed revisions to existing catalogs and product specification documents for ERICO, mining an array of back-end data sources, as well as creating and editing product illustrations.
- Spearheaded the research and business plan development for a specialty health and fitness studio. Created a detailed plan for owner and investors with ROI analysis (1-5 years), assessment of national competitors, location and space analysis, membership development plan, as well as a detailed project plan for the initiation and launch of the venture.

Progressive Insurance, Mayfield Village, Ohio

09/2002 to 01/2006

IT Project Manager / Web Experience Developer

Directed all aspects of the development of Progressive's web claims reporting application, the first interactive claims reporting application within the automotive insurance industry.

Key Achievements:

- Championed the design and development of the first online claims application deployed by Progressive. Managed team resources exceeding 20 individuals across three internal departments. Functional areas included UI design, Flash application development, and integration into back-end data systems.
- Drove the design, implementation, and analysis of usability testing throughout all phases of application design.
- Served as subject matter expert on the claims reporting process and claims back-end IT systems structure to the business and development teams.
- Directed the on-site activities of two senior Flash programmers from Macromedia to ensure state-of-the-art interactive solutions, development standards, and code compliance.
- Led the redesign of the online policy purchase/service experience for Special Lines (Boat and Motorcycle), improving the policy experience for both direct-to-consumer and agents' interface, resulting in an increase in completed online policy purchases and self-serve endorsements.

- Acted as the liaison with internal corporate counsel on legal issues relating to online claims compliance with Sarbanes-Oxley, as well as other industry and state-level governances.

Flambeau, Inc., Middlefield, Ohio

01/1999 to 12/2001

Internet Creative Director and Project Manager

Directed and designed the B2B and B2C Internet initiatives for Flambeau Products Corporation's five divisions, as well as provided expertise on web-related issues to Flambeau's parent company, The Nordic Group.

Key Achievements:

- Designed and developed the Duncan Toys website, site architecture, and logic, including custom an e-commerce application that integrated with the company's back-end inventory and UPS shipping systems.
- Researched and initiated ongoing development of site content and enhancements for the corporate portal and provided editorial direction on site-wide content development.
- Art-directed the Duncan/Wal-Mart co-branded yo-yo competition collateral.
- Promoted strategic alliance between Duncan Toys and SpotBox Entertainment to further Duncan's brand and market visibility.
- Researched, specified, and managed the implementation of an chat application for Duncan Toys Co. Analyzed monthly site statistics and implemented revisions to the site to maximize user session length.
- Developed Internet business rules for senior management, authoring web business and marketing operations model that focused on attaining business/marketing goals for each division.
- Created monthly communications for company executives on relevant web marketing and sales opportunities.
- Created online marketing initiative for Duncan Toys to promote the Duncan Vintage line, designing all creative assets, negotiating contracts, and managing vendor relations.

The Design Edge, Richmond Heights, Ohio

01/1997 to 01/1999

Art Director

Designed and created the company's Internet initiative to initiate the company's entry into commercial web development. Designed and managed print marketing campaigns, including product catalogs, display ads, product packaging, and commercial promotional materials. Managed outside vendors and oversaw all aspects of pre-press and printing.

ONLINE Publishing Company, Inc., Beachwood, Ohio

12/1990 to 01/1997

Art Director

Directed the company's Internet initiative, researched, designed, and managed the web and print marketing campaigns, and designed a wide range of product catalogs, trade display ads, and promotional materials. Managed outside vendors and oversaw all aspects of pre-press and printing.

Lawyer's Register Publishing Company, Bainbridge, Ohio

04/1989 to 12/1990

Editor

Served as Editor for the *Lawyers Register by Specialty and Field of Law*, a legal index of over 1300 pages with a subscription base exceeding 50k. Directed day-to-day operations of the publication, including database management, copy development/approval, and supervision of research and marketing staff.

Communicators, Inc., Beachwood, Ohio

11/1986 to 04/1989

Marketing / Creative Assistant

Worked on all aspects of creative initiatives for marketing and public relations projects for clients that included PWPipe, BF Goodrich, Babcock & Wilcox, BP/Barex Division, and Geon Vinyl.

MAJOR SKILLS

- Brand / Corporate Image Influencer
- Video Ideation
- Video Production Management
- Network TV Commercial Production Management
- Social Media Campaign Design & Implementation
- Website & E-Commerce Design
- Vendor Management
- Vendor / Media Contract Negotiations
- Art Direction
- Photo Direction
- Print Design and Production
- Marketing Budget Creation and Management
- Marketing Performance Reporting
- Copywriting
- PR Management
- Tradeshow / Event Design & Management

EDUCATION AND PROFESSIONAL DEVELOPMENT

Case Western Reserve University – Cleveland, Ohio
Bachelor of Arts, Major in Design and English

Certified Project Manager – PMLG, Atlanta, Georgia