

# BETSY VAN ALSTYNE

Communications & Marketing Director

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Deep experience in **branding, marketing, sales support, and event management**. Versatility and talent to support start-ups, acquisitions, and established top-tier operations. Client focused, collaborative, detailed-oriented.

## BRANDING & MARKETING

- Brand identification and differentiation; brand integration best practices
- Marketing strategy and innovation
- Event and tradeshow planning and execution
- Budget and ROI analyses
- Vendor management and budget negotiation
- Social media content and strategy
- Matrixed team experience

## COMMUNICATIONS

- Public relations campaigns
- Media relation management
- Subject matter expert partnerships
- Content management tailored to specific needs
- Client and internal communications: development and distribution
- Market report development
- Mission, vision, value statement creation

## SALES SUPPORT

- Knowledge management/research
- Website content and strategy
- Content/collateral creation and editing
- Ability to positively support client/prospect relationships
- Presentation and proposal support
- Competitor analysis
- Ease working with executive and sales leadership

## WORK EXPERIENCE

### EPIC Insurance Brokers & Consultants / 2019 - 2023

Nationwide retail property and casualty insurance brokerage and employee benefits consultant.

#### PRODUCT MARKETING MANAGER

*Supported large consulting team in business development efforts.*

- Collaborated with sales leaders and subject matter experts (SME) to translate needs into deliverables through creative briefs to guide all design, social, and marketing activities.
- Supported thought leadership program and optimized content across digital and media channels, in parallel with content management strategy.
- Drove public relations campaigns for SMEs and special report content, raising the report profile by half.

#### EVENT STRATEGIST, MEDIA LEADER

*Held dual lead roles in support of marketing/events and public relations.*

- Led public relations campaigns and partnered with SMEs to create content for publication across multiple channels.
- Published quarterly market report in collaboration with product line leaders, increasing readership by 35% over two years.
- Drove planning and strategy for major industry events, client meetings, and strategy sessions.

### Integro Insurance Brokers & Consultants / 2005 - 2019

International insurance brokerage and risk management firm (acquired in 2019 by EPIC), with specialty insurance and reinsurance companies in the U.S., Bermuda and the U.K.

#### GLOBAL HEAD – BRANDING & MARKETING

*Joined as one of the first employees and held a key role in building the brand from the ground up.*

##### **Branding**

- Led global brand identity development and brand guidelines creation.
- Handled integration of 35+ acquired brands including international operations.

##### **Communications**

- Worked closely with executive leadership on strategic positioning. Created and dispersed all corporate communications.
- Produced quarterly market report in partnership with SMEs. Identified communication tactics to develop high impact program with measurable outcomes including quarterly reports and newsletters that exceeded 85% readership.

**Marketing/Sales**

- Supported ad campaigns, analyzing competitor communications, marketing campaigns, and ad trends to inform strategy.
- Created sales collateral in collaboration with practice/sales leaders to align key messaging and selling points.

**Public Relations (PR)**

- Managed PR activities to promote firm's presence with high volume of releases due to accelerated hiring activity and acquisitions, working closely with acquired companies on positioning and strategic messaging. Achieved 50% success rate on many pitches.
- Developed strong reporter relationships, partnering with SMEs to respond to source requests, and to develop pitch material for byline articles and story ideas.

**Events**

- Contributed to positive client relationships by conceptualizing and executing unique entertainment events such as the Kentucky Derby; also planned leadership and partnership meetings.
- Managed meeting and tradeshow planning, including largest industry tradeshow for risk management (RIMS). Executed on 20x40 booth space to include interactive experience. Developed strategic theme and goals for events with measurable ROI.

**Earlier Career History**

Started career at Marsh & McLennan (Fortune 200 company), a leading global insurance broker and risk advisor providing brokerage, consulting, and claims advocacy services. As a business development coordinator, advanced into marketing specialist, working closely with office leadership. Promoted to head of internal communications, while also handling special projects for global vice chairman. Consistently increased levels of responsibility and leadership.

**SOFTWARE**

- Mac and PC including Microsoft Teams and Office
- Project management/collaboration: SharePoint, SmartSheet, Asana, Wrike
- Social media: Instagram, Facebook, LinkedIn, Twitter
- Adobe Acrobat DC
- Muck Rack (public relations)

**EDUCATION****Blair Business College, Colorado Springs, CO**

Graduated Magna cum Laude, Class Valedictorian  
Associate in computer science