

# BETH WOODRUFF

CURIOSITY  
CONNECTION  
CREATIVITY  
CULTURE

## CONTACT



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## LEADERSHIP



AD COUNCIL EMERGING MEDIA & TECH  
COMMITTEE FOUNDING MEMBER

IAB BRAND COUNCIL MEMBER

THE MARKETING ACADEMY  
2024 SCHOLAR

2023 KELLOGG EXECUTIVE EDUCATION  
CHIEF MARKETING OFFICER PROGRAM

## RECOGNITIONS



2023 ADWEEK VANGUARD AWARD  
RISING STAR

2021 ALLY LEADING THE WAY WINNER



## PROFILE

Hi, I'm Beth. It feels unnatural to be writing an introduction to myself and not be asking about you because, well, I am happiest when I am feeding my curiosity; especially when I'm learning about people and building connections. My relationships have led me to build impactful, first-of-their-kind collaborations in the world of marketing. I've been able to reimagine the marketing landscape and meet consumers exactly where they are while expanding the bounds of the creative narrative. I'm also a student of culture. I've unlocked so many triumphs in my career by understanding audiences and creating unique experiences for them, which have ensured my brands move at the speed of culture. I wholeheartedly believe that the programs where we aspire to change the world for the better have the most impact...oh, and they bring me the most joy too.

I hope we get to connect in real time soon to chat culture, to exchange creative ideas and explore our curiosity together!



## EXPERIENCE

### SR DIRECTOR, BRAND STRATEGY, INTEGRATION & INNOVATION



Ally Financial, January 2016- Present

Responsible for oversight of brand strategy and protection, integrated marketing campaigns, employer marketing and emerging channel strategies.

- Develop creative campaigns for full marketing ecosystem
- Develop and manage end to end brand styleguide and protection
- Research, develop and build strategies for emerging audiences
- Identify brand partners and build full scale integrations- from contract to execution
- Lead and develop a team of marketers with wide range of skills and experience as well as multiple agency partners
- Manage multi-million dollar budget to drive brand awareness and affinity
- Build robust scorecards and measurement strategies for all programs
- Key Accomplishments
  - Launched 4 brand campaigns which, over the course of my tenure, have grown customer count by 10X and driven a double digit increase in brand awareness.
  - Increased brand affinity through brand partnerships with DC Comics, Glamour and Epic Games
  - Launched Fintropolis, a financial world within Minecraft, that garnered over 4 million downloads in the first 18 months.
  - Built first of its kind integration with Roku and Hello Sunshine, "Side Hustlers"
    - #1 show on Roku
    - Over 2 million unique viewers, 200M+ paid impressions

### DIRECTOR OF BRANDING



Driven Brands, July 2013- December 2015

Responsible for overseeing the brand strategies, research and development of the Driven Brands portfolio of international companies, including Meineke, Maaco, 1800 Radiator, Merlin and Pro Oil.

- Oversaw the research and development of brand strategies
- Oversaw emerging brands and integration of 4 company acquisitions
- Developed creative campaigns for all brands that drove double digit YOY increase in revenue
- Researched and developed in-center design and brand experience
- Developed and implemented company brand strategy
- Managed all internal communications for brands
- Developed franchise sales and education tools for all brands

### SR MARKETING MANAGER



AAA Carolinas, February 2008- June 2013

Managed the branding and strategy for 32 AAA owned and operated centers, with specific emphasis on in-center branding and customer experience marketing.

- Managed \$1.4 million marketing budget
- Developed annual strategies and tactics for retention and acquisition
- Managed in-store experience for 32 facilities throughout the Carolinas
- Developed community relations in all of our markets
- Planned and executed Grand Opening events for new stores throughout the Carolinas



## EDUCATION

University of Alabama

- Masters in Integrated Marketing Communications

University of Alabama

- Bachelor of Science in Public Relations
- Bachelor of Arts in English

THE UNIVERSITY OF  
**ALABAMA**