

BEA FIELDS

SUMMARY

Regarded as a true purveyor of integrated marketing communications, offering a results-charged career, offering a 15+ year track record in successfully delivering a consistent communications strategy in collaboration with developing and directing external marketing efforts that accelerate sales. Demonstrating a unique ability to leverage high-caliber relationship building skills, keen business acumen, experience-backed judgment, and excellent timing to help create breakthrough value propositions.

- **Key differentiator:** Highly-polished communicator and thought leader recognized for driving client satisfaction, leading performance-driven teams and leveraging hands-on knowledge base to spearhead media relations, internal communication plans, and various other business and marketing objectives.

PROFESSIONAL SUMMARY

Principal/ Consultant/ Executive Coach, 01/1998 - Current

Bea Fields Companies, Inc. - Southern Pines, NC

- Developed a variety of personal growth and business development coaching/training programs done via one-on-one coaching and group workshops.
- Identified key barriers and provided customized actionable solutions designed to help clients overcome challenges in the areas of marketing, sales, strategic planning, blogging, social networking, new media development, business development, strategic alliance development, training and event development, creative writing, customer service, and public speaking.
- Engaged in regular, consistent communication with key partners, stakeholders and team members to drive successful solutions for a broad scope of branding and web development projects.

Resource Development & Marketing Director, 01/2014 - 01/2016

Boys & Girls Club of the Sandhills - NC

Charged with spearheading and providing oversight to areas related to marketing, resource development, campaign development & management, chapter communications strategy, including collaborating closely with key stakeholders, staff, and volunteers.

- Building rapport and optimizing internal/external relationships throughout the organizational hierarchy and the community at-large, resulting in



CONTACT

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CORE COMPETENCIES

- Project Management & Execution
- Integrated Marketing Communications
- Customer Acquisition & Engagement
- Traditional & Digital Marketing Strategy
- Processes & Conversion Improvement
- Strategic Marketing & Brand Development
- Corporate Messaging & Influencing
- Public Speaking & Group Presentation
- Leadership Coaching & Mentoring
- Teambuilding & Organizational Leadership

achieving clearly defined revenue goals; (*Raised in excess of \$150,000 through community events & \$200,000+ in grants and special funding*).

- Coordinating promotional material and marketing collateral in addition to authoring and publishing well-over 55 press releases for Moore County newspapers.
- Converting strategic marketing plans into successful marketing campaigns, including writing blog posts, social media engagement entries, and performing radio interviews for various special events.
- Developing and launching a new website designed to fully capture the organization's vision, mission, and long-term strategic objectives.
- Devising, implementing and executing a number of crowdfunding campaigns, raising more than \$2K in the inaugural campaign for an art program.

Community Development & Sexual Assault Director, 01/2012 - 01/2013

Friend To Friend - Carthage, NC

- Launched a website and various blogs aimed at raising awareness about domestic violence, sexual assault and bullying.
- Spoke with 50+ community/support groups, sharing knowledge of domestic violence, safety planning, and empowerment in order to provide consistent outreach and education to the community.
- Successfully built an extensive and loyal readership via bi-monthly press releases, social media engagement, and monthly email update initiatives.

Chief City Director/ Lead Instructor, 01/2004 - 01/2006

Coachville LLC

- Directed the development and overall positioning of executive coaches within their respective fields.
- Served as Lead Instructor for Teleclass training programs titled, *Leaders and Personal Environments, Leading Training, Your Winning Season, and How to Market Yourself through Publishing Articles*.
- Built, developed, and trained 22 high-performing, international professional coaches and trainers in delivering six key signature training programs for both an online and teleclass audience, generating \$100K+ in six month period.
- Trained 500+ individuals in how to effectively harness the power of blogging and social media engagement to propel their brand and/or careers further, including class writing and delivery, technology integration, and online university building strategies.
- Created coaching industry's first city ambassador program, City Director Program, in order to position executive coaches as thought leaders in their local and greater communities.

KEY AREAS OF STRENGTH

Executive Coaching, Generation Y, Adult Learning Methods, Public Speaking, Strategic Planning, Marketing & Sales, Communication Skills, Executive Leadership Development, Online Training Course Development, Blogging, Strategic Alliance Development, Social Media Marketing & Engagement, Talent

Building & Development, Virtual Team Leadership, Environmental Design, Communications Training, Business Development, Creative Writing, Instructional Design, & Networking

INSTRUCTION AND PUBLIC SPEAKING

Become a Blogging Maniac: Online blogging and social networking course for over 500 students

American Institute of Architects Annual Convention: Leading at the Speed of Y: Recruiting and Retaining the Net Generation

Downtown Little Rock Partnership: Leading at the Speed of Y: Recruiting and Retaining the Net Generation

Economic Development Council: Leading at the Speed of Y: Recruiting and Retaining the Net Generation

International Coach Federation: Coaching at the Speed of Y: Leading and Coaching the World's Next Great Generation of Leaders

National Chamber of Commerce Meeting: Leading at the Speed of Y: Recruiting and Retaining the Net Generation

COMMUNITY ACTIVISM

Board Member / Fundraising Committee Member: Hospice

Board Member; North Carolina Children's Hospital

Board Member; Episcopal Day School in Southern Pines, NC

Board Member; Moore County Chamber of Commerce

PUBLICATIONS

Edge: A Leadership Story

Millennial Leaders: Success Stories from Today's Most Brilliant Generation Y Leaders

Edge: A Leadership Story Business Comic Book

AWARDS

2013: The Thomas Leonard Award: Mastery in the Field of Leadership Coaching