

JOHANNA WEBER

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SKILLS

Strategic Planning
Strategic Partnerships
Marketing Strategy
Team Building
Project Management
Branding
Audience Engagement
Event Planning
Strategic Comms
Public Speaking

AWARDS

“40 under 40” Rising Stars
in Media and Marketing
AdAge // 2019

NPR Innovation Award
Recognition for role in
first-ever NPR Podcast
Upfront // 2015

SPEAKING ENGAGEMENTS

Advertising Week 2019

Podfront 2019

Digital Summit
DS @ Home // 10.20
Washington, DC // 9.19
Philadelphia // 7.19

EDUCATION

B.A. / English Literature
Muhlenberg College
University of Edinburgh

Collaborative professional with 20 years' experience helping define brand identity, raise awareness, increase revenue, communicate mission, and drive audience engagement. A servant leader who encourages dialogue and creative problem solving, promotes human-centered design thinking, and engages audiences as advocates of a brand's mission.

EXPERIENCE

NPR / NATIONAL PUBLIC MEDIA | December 2011 – January 2020

Led B2B audience engagement, thought leadership, PR, marketing funnel management, competitive positioning, inbound lead generation, customer / market research, and corporate branding for NPR's corporate sponsorship subsidiary, National Public Media.

Vice President, Sponsorship Marketing (January 2019 - January 2020)

- Built NPM's brand identity through strategic mix of earned, owned, and paid efforts delivering 25% YOY increase in leads, \$3M+ in sales from inbound leads from FY17 to FY19, and 30% increase in consideration of NPR sponsorship among media planners.
- Established NPR/NPM as an audio branding expert through first-of-their-kind, proprietary research studies; thought-leadership client-facing events; and data-driven stories on the impact of public media sponsorship.

Senior Director, Sponsorship Marketing (March 2015 - December 2018)

- Spearheaded redesign of NPR/NPM's industry event strategy from visuals to messaging and managed event production across 35+ events from FY17 to FY19.
- Established NPM's PR practice driving 275% avg. annual increase in media requests and 300+ press mentions in *Variety*, *Wall Street Journal*, *AdWeek*, and *The New York Times* and 60+ earned speaking opportunities at SXSW, CES, Cannes., and other events.
- Led development of new event sponsorship product building to a profitable vertical in two years; collaborated on creation of NPR's event series "Tiny Desk Contest", "How I Built This Live", and "HIBT Summit"; and led event sponsorship negotiations with Fortune 500 brands.

Director, Sponsorship Marketing (January 2014 - March 2015)

- Led cross-functional teams on redesign of NPM's website, integration of Salesforce's Pardot and Salesforce best practices, and re-design of radio sponsorship packages resulting in double-digit increases in special series package sales.
- Led transformation of NPM's Marketing Department from reactive, RFP-response unit into strategic team that educated brands and ad industry about public media sponsorship.

Marketing Manager, PBS Sponsorship (December 2011 - January 2014)

- Led audit and redesign of NPM's sales marketing materials with new positioning language, bold visual style, and increased customization options.

NATIONAL BUILDING MUSEUM | 2006 - 2010

- Expanded Museum's PR practice leading to 30% increases in national coverage; oversaw marketing collateral production including development and membership materials; advertising campaigns; quarterly magazines; and annual reports; managed cross-departmental website design team leading to 50% increase in web traffic, streamlined e-commerce efforts, and integrated social media.

BURT HILL (acquired by Stantec) | 2001 - 2006

- Developed lead generation strategies, created sales materials, and produced RFP / RFI responses for nationally-recognized architecture firm.