

# JOHANNA WEBER

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WEB PORTFOLIO // [www.johannaweber.info](http://www.johannaweber.info)

## SKILLS

B2B & B2C Marketing  
Branding  
Strategic Planning  
Strategic Partnerships  
External & Internal Comms.  
Project Management  
Thought Leadership  
Audience Engagement  
Team Building  
Event Planning  
Social Media  
Public Speaking

## AWARDS

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

NPR Financial  
Sustainability Award  
Contributions to NPR’s  
financial health // 2017

NPR Innovation Award  
NPR Podcast Upfront //  
2015

## SPEAKING ENGAGEMENTS

Advertising Week

Podfront

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

## EDUCATION

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

Collaborative leader with 20 years of cross-functional experience developing brand identities, increasing brand awareness, driving revenue growth, and building meaningful audience engagement. A servant leader who believes in the power of listening and dialogue as a way to meet the needs of a brand’s users and nurture them into advocates.

## EXPERIENCE

### NATIONAL PUBLIC MEDIA / NPR | 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 (NPM).

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

- Built NPM’s brand identity through 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 audio branding expert through first-of-their-kind research studies; thought-leadership client-facing events; data-driven stories on the impact of audio and public media sponsorship; and created paid branding / lead generation campaigns that delivered more than 3,500 qualified new sales leads from FY16-FY19.
- Led cross-functional teams on redesign of NPM’s website, integration of Salesforce Pardot and Salesforce best practices, and re-design of radio sponsorship packages resulting in double-digit increases in special series package sales.

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

- Established PR practice driving 275% avg. annual increase in media requests and 300+ press mentions in *Variety*, *Wall Street Journal*, *AdWeek*, *The New York Times*, and 60+ earned speaking opportunities at SXSW, CES, Cannes, and others.
- Spearheaded redesign of NPR/NPM’s industry event strategy from visuals to messaging and managed event production across 35+ events from FY17 to FY19.
- Led go-to-market strategy to raise awareness and drive sales for new sponsorship products.

#### Director, Sponsorship Marketing (January 2014 - March 2015)

- Proactively reported on ROI of sales marketing efforts resulting in 200% expansion of team staff over three years — 12 FTEs in 2019 — and annual budget increases.
- Led cross-functional team to develop event sponsorship product that grew into a seven-figure revenue-line in under two years; served as senior leader on team that created NPR’s *Tiny Desk Contest*, *How I Built This Live*, and *How I Built This Summit* event series.

#### 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 // Marketing Manager

- Expanded Museum’s PR practice leading to 30% increase in coverage; managed cross-function website design team; developed promotional marketing campaigns for exhibitions, membership, and events; lead copywriter / project manager for marketing collateral.

### BURT HILL (acquired by Stantec) | 2002 - 2006 // Marketing Coordinator

- Developed lead generation strategies, sales materials, and RFP / RFI responses as Marketing Coordinator at nationally-recognized architecture firm.