

# AARON M BEATTY

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## PROFILE SUMMARY

Personable, tenacious, energetic and versatile executive with years of experience, skills and ability in diverse business, sales, and marketing settings. Adept at evaluating the results of marketing efforts, tracking ongoing marketing activities, and interpreting results. Demonstrated ability to determine marketing objectives and planning advertising campaigns. A proven leader in all aspects of go-to-market strategy and execution including; defining product, positioning, pricing and promotions. A believer in the value and effectiveness of creative, out-of-the-box go-to-market strategies and innovative marketing campaigns designed to improve awareness and generate high-value leads. Innovative designer and implementer of a number of unique strategies for maintaining new customer data and updating them on new products. A strong background in customer service and a verifiable track record of capturing profitable business opportunities while cultivating superior client and vendor relationships. Display an outstanding ability to plan, operate, multitask, organize, coordinate, and implement practices and procedures to bring significant improvements in processes towards the successful attainment of goals.

## CORE COMPETENCIES

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|---------------------------------|----------------------------------|----------------------------------|
| • Stakeholder Engagement        | • Sales Performance Metrics      | • Sales Negotiation & Management |
| • Budgeting & Forecasting       | • Marketing Research             | • Marketing Plans Development    |
| • Sales Proposal Development    | • Lead Generation                | • Campaign Management            |
| • Training & Supervision        | • Market Analysis                | • Market Segmentation            |
| • Sales Plan Creation           | • Opportunities Identification   | • Vendor Management              |
| • Performance Metrics           | • Brand Development              | • Profitability Growth           |
| • Customer Relations Management | • Financial Management Processes | • Needs Assessment               |
| • Strategic Partnerships        | • Marketing Campaigns            | • Budget Control                 |
| • Quality Assurance             | • Continuous Improvement         | • Awareness Creation             |
| • Inventory Control             | • Superior Organizational Skills | • Regulatory Compliance          |
| • Leadership Skills             | • MS Office                      | • Business Development           |
| • Great Communication Skills    | • Analytical Skills              | • Time Management                |

## WORK EXPERIENCE

### Global VP of Strategic Partnerships | Quanta Vici, Inc | 2022 - Present |

- Played a pivotal role in shaping and expanding the B2B department, orchestrating vital discussions with industry pioneers, securing letters of intent from major brands and conglomerates, and successfully obtaining paid invoices for crucial samples and prototyping processes
- Collaborated with Product Design and Development teams to identify new focus areas for their brands, resulting in the successful launch of multiple new products and product lines
- Spearheaded strategic partnerships resulting in a significant revenue increase over a year period.
- Optimized vendor relationships, reducing operational costs by 20% through improved negotiation and performance evaluation processes
- Managed a portfolio of strategic product partners generating \$7 million in annual revenue, with a 98% contract renewal rate.
- Successfully onboarded 15 new strategic vendors, expanding the company's capabilities and reducing costs by 12% through competitive bidding

### Independent Franchise Owner | Valpak - DuBois, PA | 2017 - 2022 |

- Successfully managed multiple Valpak franchise locations across Clearfield, Jefferson, Elk, Centre, Huntingdon, and Blair Counties.
- Spearheaded the implementation of streamlined business practices, resulting in a 20% increase in operational efficiency
- Cultivated and nurtured enduring relationships with over 200 local businesses, resulting in a 25% increase in repeat business
- Leveraged in-depth knowledge of competitors and market trends to identify strategic opportunities for the Valpak brand
- Regularly reviewed franchise performance data, enabling a 15% increase in revenue year over year
- Transformed a franchise that ranked in the bottom 20% into the top-performing franchise of its size nationwide.

### Co-Owner & Vice-President | OAG Management, LLC | 2012 - 2016 |

- Successfully repositioned company in the market, resulting in a 20% increase in brand recognition and customer engagement
- Cultivated strong relationships with clients and management at all levels, contributing to a 15% increase in client retention and satisfaction
- Consistently exceeded customer expectations, leading to a 25% increase in customer satisfaction levels and repeat business

### Supervisor, Marketing & HR Director | BRE, Inc & Lijo Inc, DuBois, PA | 2005 - 2016 |

- Spearheaded the efficient management of business operations across 10 locations, ensuring seamless coordination and boosting productivity, resulting in a 15% increase in overall operational efficiency
- Introduced and enforced standardized procedures that not only elevated overall customer satisfaction by 20%, but also led to a 40% increase in staff success and engagement levels
- Conducted in-depth evaluations of marketing strategies, which enabled a significant cost reduction of over \$30,000 in the marketing budget

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## OTHER PROFESSIONAL EXPERIENCE

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Pro Shop Manager / Retail Manager for two PGA Rated Golf Courses (Gold Course & Silver Course) | Treasure Lake – DuBois, PA | 2009 - 2014 |  
Sales Associate | Toyota of DuBois | 2004 -2005 |  
Entertainment Manager | Strips Edge Inc - Pittsburgh, PA | 2003 |

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## EDUCATION AND CERTIFICATIONS

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ICM School of Business and Medicine – 10 Wood St, Pittsburgh, PA 15222  
3 Associate Degrees – Management, Marketing, and Accounting  
2003

**Hootsuite (Social Media Management)**

**QuickBooks (Accounting)**

**ServSafe (Food Safety)**

**SportSafe (Coaching- 6 Total Certifications)**

**USA Boxing Coach & Official (2013-Present)**

**USSF Youth Soccer Coach (2015 - Present)**

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## LEADERSHIP AND PUBLIC SERVICE

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**Founder, Director, and Coach | Team 814, Inc | 2021 - Present |**

- Founded Non-profit Organization focused on youth athletics
- Fundraising events in coordination with community
- To The Moon and Back – Holiday Sweetheart Dance
- Organized an International Exchange Boxing between Team Ireland & Team Pennsylvania - St Paddy's Showdown

**Founder and Executive Director of the WPAL DuBois Fitness Center| Western Pennsylvania Athletic League, Inc | 2012 - Present |**

- Renovation and coordination of facility acquisition and gym management; managed a budget of over \$250,000
- Personally, raising funds in excess of \$70,000 in the first year
- Fundraising events in coordination with community
  - ✓ Golden Gloves Championships (2012 - 2019) raising a total of \$194,000.
  - ✓ Wicked Warrior Race – raising a total of \$27,000 in 2019.
  - ✓ Glow Golf Scramble – Night Golf Tournament
  - ✓ Teen Valentine's Dance for Suicide Prevention
  - ✓ Terror at the Tannery – Halloween Party

**Member/Marketing Coordinator | 411 Networkers | 2018 - 2021 |**

- Developed and executed marketing campaign that achieved a remarkable 15% conversion rate, significantly contributing to revenue growth

**U8 Commissioner | DuBois Area Soccer Association | 2018 - Present |**

- Orchestrated seamless U8 sports seasons, managing all logistics from scheduling games to securing venues

**Founder and Manager | Kraig Moore Memorial Scholarship Fund | 2003 - Present |**

- Founded SlamJam, an annual 3 on 3 basketball event and Live Concert
- 7 Successful Events - Raised more than \$68,000

**Board Member of local Airport | DuBois Regional Airport Authority Board | 2009 - 2011 |**

**Executive Board President | Anchor Center | 2005 - 2009 |**

- Non-profit Org, focused on peer driven support groups for Alcoholics, Narcotics, and Gamblers Anonymous.

**DuBois Athletic Committee Chairman | Penn State University | 2007 - 2012 |**

- 2011 - Received Distinguished Ambassador Award for outstanding contributions
- Served as chair of the PSU DuBois Athletics Golf Benefit – 6 years
- Planning for the Lion Wine and Cheese Fundraiser – 5 years; these two events have raised over \$200,000 for campus athletics