

# Lydia Vogtner

Independent Marketing, Communications & Content Consultant (Specialize in B2B)

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## 36 people have recommended Lydia

“Lydia helped kick-start the marketing communications strategy to promote our new B2B ecommerce platform for our wholesale customers. She did a great job and was very resourceful in developing an effective approach for campaigns and content with a limited budget. We enjoyed working with Lydia and would hire her again.”

— **AnnaMae Wilson**, *Global Head of B2B Ecommerce, Levi's.*, managed Lydia directly

"In late 2015, I decided that we were going to start taking marketing seriously at SitePen. My goal was to be pragmatic and produce tangible results quickly. With a number of failed hires, zero marketing experience, and no structure in place, I found Lydia via a miracle Google search (although after working with Lydia, this lucky search was probably just good marketing on her part). With her direct approach, guidance and hard work, we entered 2016 with valuable customer insights, a marketing strategy and plan, a brand story and were well-positioned to successfully hire a marketing professional to build out what Lydia had started. Thanks to Lydia we are, for the first time ever, implementing a solid plan that I am confident will be a boon to our organization's growth. I highly recommend Lydia as a consultant and partner. "

— **Carrie Rice**, *Chief Operations Officer, SitePen, Inc.*, was Lydia's client

“Lydia was fantastic to work with - clear expectations, reasonable requests and great collaboration throughout the whole project. She's also super sharp and very knowledgeable about marketing in general. I'd definitely recommend working with her.”

— **Mitch Hankins**, *Consultant, MHankins Consulting*, reported directly to Lydia

"I had the pleasure of working with Lydia when we're both at Charles Schwab and was so delighted to see her start her own marketing consulting firm. We hired Lydia to help us formulate a long-term marketing strategy for our commercial services to include digital marketing, public relations and event planning. We could not be more pleased – we're in phase 1 of implementation and now have a healthy pipeline to manage. I would highly recommend Lydia's services – she's smart, focused and helps you take a step back and see the big picture. "

— **Wendy Bryant-Beswick**, *Chief Marketing Officer, Generations Federal Credit Union*, was Lydia's client

"Lydia has been an invaluable resource in providing insightful consultation for our firm's marketing

efforts. She is adept at listening with a sharp sense of combining disparate pieces to tell a compelling brand story, especially in the B2B space — where differentiation is often hard to quantify. Her understanding of the marketplace and its trends helped develop strategic messaging to address our top priority of growth by speaking to our target market's most pressing needs and concerns. We are looking forward to an ongoing partnership with her."

— **Eileen Burick**, was Lydia's client

"I highly recommend Lydia as a marketing consultant, coach and content strategist. She's been very valuable and is everything her profile claims: practical, no-nonsense, fast, and affordable."

— **Felice Curcelli**, was Lydia's client

"If you need help figuring out the story for your brand and content for your website, Lydia will get it done. And she'll be focused like a laser beam to accomplish it quickly; to your full satisfaction. After the first time I worked with her, I knew it wouldn't be the last time. My only regret - that I didn't hire her many months earlier..."

— **Marty Preuss**, was Lydia's client

"Lydia is a real pro and has helped me to quickly gain clarity around my brand messaging and my story. I will work with Lydia again and can see me recommending her services to others."

— **Richard White**, was Lydia's client

"I found Lydia to be a "marketing" breath of fresh air when creating a strategic marketing plan for our clients. Lydia understands senior level marketing fundamentals and concepts and explains them well verbally and in presentations. We will have a long relationship with her."

— **Charles Lamb**, was Lydia's client

"Lydia is a great resource for growing organizations. She was very professional, helpful and fantastically attentive to our unique needs. Looking forward to working with her again."

— **Derek L. Harris**, was Lydia's client

"Lydia's marketing expertise and the results it brings to sales and the entire company is excellent. She knows what to do and gets it done. I thoroughly enjoyed working with her."

— **Kris Peterson**, worked with Lydia at UnitedLayer

"What more can I say? Lydia knows her stuff as a marketing strategist and is one of the best I've ever worked with! A true asset to the marketing community."

— **Michael Moshkovich**, was Lydia's client

"Lydia hired me to execute her online marketing plan to increase web traffic and drive inbound leads. With her clear direction and well-organized messaging and content foundation, I was able to hit the ground running and immediately generate results. A big reason I took the job was to be able to learn from Lydia and I was not disappointed; Lydia's marketing capabilities and management style are top notch. I hope everyone I work for in the future is as capable as Lydia."

— **Jon Bishop**, reported to Lydia at UnitedLayer

"Lydia was an amazing addition to the team. In just a short few months she kick started an amazing Marketing program that included creating amazing content, organizing events and trade shows, and got our social media engine running. Any organization will greatly benefit from her enthusiasm and knowledge!"

— **Thomas Washington**, worked indirectly for Lydia at UnitedLayer

"Lydia hired me to design UnitedLayer's brand identity and communication templates. She's one of the smartest, most buttoned-up, well-organized and considerate clients I've ever worked with. I look forward to our continued collaboration."

— **Kamelija Gievska**, reported to Lydia at UnitedLayer

"Lydia leveraged her expertise, communication skills, and focus to ramp up UnitedLayer's marketing efforts. It was a great joy to see more changes rolled out in the last couple of months than in the preceding years. We will continue to appreciate the Marketing momentum Lydia generated!"

— **Peter Preuss**, worked with Lydia at UnitedLayer

"I've had the pleasure of working with Lydia as an outsource partner for UnitedLayer's Online Marketing. Lydia is a top-notch marketing strategist with a keen understanding of online marketing's role in driving results. She also has a rare & unique combination of skills: strategic planning expertise; ability to understand details at the program level; a confident, capable & effective management style; and is a strong storyteller & writer."

— **Manish Kothari**, was a consultant or contractor to Lydia at UnitedLayer

"I worked very closely with Lydia to help develop the messaging for Blackstone Technology's Trellis practice. Lydia was extremely easy and pleasant to work with, a team player for sure. She was also very bright and quick to learn the unique business challenges specific to the natural gas transportation industry. I would be happy to work with Lydia again on any future project."

— **Chuck Costello**, worked directly with Lydia at Blackstone Technology Group

"Lydia's marketing talent is considerable. In a short time she added significant value at Blackstone by

developing a meaningful message about Trellis, our software solution for the natural gas industry. Our team appreciates Lydia's collaborative approach and look forward to seeing results from her efforts."

— **Archana Srivastava**, worked directly with Lydia at Blackstone Technology Group

"Lydia is a big picture thinker who knows how to develop and activate a meaningful marketing communications strategy. We've worked together on several campaigns and I've always been impressed with her insights, leadership ability, and strategic acumen (combined with her talent for getting things done). Lydia also knows how to bring fun to the work, and she's a true team player."

— **Lisa Ross**, worked directly with Lydia at Charles Schwab Institutional

"Lydia is a fantastic addition to – or leader of – any team. She possesses the unique combination of big picture, conceptual thinking plus the ability to effectively execute on a marketing strategy; by working with and through others. She is a fantastically collaborative communicator and leader, and adept at using her creativity to push beyond the usual ways of doing business."

— **Audrey Young**, worked directly with Lydia at Charles Schwab Institutional

"Lydia is delightful to work with. She consistently brings thoughtful creative insight and a high level of organization to our work together. She has a deep understanding of her target's needs and pain points, and she knows how to best reach her audience. She always provides our agency with the background, briefing and feedback that lets us be our creative best. Collaborating with Lydia is a rewarding process; she's remarkably adept at the maintaining the balance between giving direction and allowing us room to push the boundaries. And Lydia is just plain fun—she even keeps an open Scrabble game going at her desk. Her energy and excitement for what she does is invigorating."

— **Rachel Harrison**, was with another company when working with Lydia at Charles Schwab Institutional

"Lydia was my business partner and I collaborated with her to develop an integrated plan in support of her tradeshow strategy, as well as numerous communications critical for acquisition efforts. I found her to be passionate, thoughtful and knowledgeable of the business. Her organization and clear direction allowed me to be effective and contribute measurable value. I completely enjoyed working with Lydia, and hope to have the opportunity again."

— **Carolyn Sanderson**, worked with Lydia at Charles Schwab Institutional

"Lydia reported to me as the marketing lead for our new advisor acquisition efforts. She hit the ground running and was a key contributor to our success."

— **John Furey**, managed Lydia at Charles Schwab Institutional

"Lydia has been a vocal contributor in driving lead management enhancements within the organization, and hired me to execute on her strategy to test the effect of “nurturing” inbound leads. Her primary objective

was to see whether Marketing could “pre-qualify” leads for Sales and subsequently shorten the cycle. I received clear direction and a well-thought out plan, which centered around the concept of lead scoring. Early on in the project, Lydia proved open and responsive to my news that lead quality was an issue - she adapted her direction and had me investigate lead quality from other sources to understand lead quality more broadly. Another challenge was coordinating metrics - Lydia knew exactly which political players I should engage to get the results data that I needed. The effect on the sales cycle was proven with a 153% ROI and Lydia got actionable results on her secondary objectives: testing messages, relevance of marketing assets and directional data on webcast ROI. I learned a lot from her during this project and am keen to continue working on acquisition strategies. I hope all the people I work with are as generous and easy to collaborate with as Lydia."

— **Suzanne Dignon**, reported to Lydia at Charles Schwab Institutional

"I worked with Lydia on our acquisition efforts, she drove the team's marketing plan. Everything from strategic planning to tactics such as website content, videos, online tools and national webinars, she gets things done. Lydia has strong business acumen, marketing expertise and is very competent. She also has the ability to be both strategic and tactical, understanding integrated planning as well as drilling down to the details. She is a true team-player. I highly recommend Lydia."

— **Wendy Bryant-Beswick**, worked directly with Lydia at Charles Schwab Institutional

"Lydia is a strong marketer who can think creatively and put together a sound go-to-market plan. She has that valuable combination of being able to craft a smart strategy plan and execute. Lydia has the unique ability to go deep with the product people and get technical when she has to. She thinks about products from the outside in. She knows her audience, has extensive knowledge of brand, and is clear on how the product delivers. She is a talented leader with broad capabilities in strategy, leadership, planning, and general digital marketing. She brings a great level of enthusiasm and professionalism to everything she does. She is a good listener and excellent communicator, always taking the time to look at the complete picture from multiple perspectives, and ask the right questions. Lydia is a great asset to any team, because of these skills!"

— **Kimberly Sellers**, worked with Lydia at Charles Schwab Institutional

"I've had the great pleasure of working with Lydia on a number of marketing campaigns over the past two years as her agency partner. I appreciate Lydia's extremely thoughtful, strategic and creative briefings. She provides a sufficient level of background information but does not overwhelm us with it. And she consistently provides our team with free reign to think about unique and creative solutions for meeting her business and marketing objectives. By giving us this freedom, Lydia receives top-quality work from the entire team (with team members excited about the project at hand and the ability to put their mark on it). From a project execution standpoint, Lydia is extremely adept at getting the necessary buy-in from key stakeholders at the appropriate times, allowing us to keep projects running on schedule and within budget."

— **Jonathan Young**, was a consultant or contractor to Lydia at Charles Schwab Institutional

"I worked closely with Lydia during a sponsorship consulting assignment. Prior to the engagement, Lydia had already developed an outstanding marketing plan to maximize the company's sponsor benefits at the association's tradeshows. Her highly organized and creative approach clearly supported the company's business objectives. For example, she managed a new, larger custom booth with updated messaging and advertisements, and effectively supported sales goals with custom events. However, Lydia is always open to new ideas and strives for excellence in all endeavors. With Lydia's keen insights, we improved the company's sponsorship approach for this marquee association—broadening the focus from "tradeshow strategy" to a larger, "holistic association strategy." Recognizing opportunities beyond tradeshow rights and benefits, new opportunities were identified to promote the company's goals and association partnership efforts. The marketing plan grew to include a defined process for placing executives on powerful association committees and how best to approach pitching content (session topics and speakers) at key conferences. Throughout this project, Lydia clearly helped define the new approach and quickly spearheaded implementation efforts. Lydia was truly a pleasure to work with, and I look forward to working with her again on future projects."

— **Nicole Galagan-Jammaers**, worked with Lydia at Charles Schwab Institutional

"Lydia is an excellent Executive Producer. She was strategic and confident in her approach to a video project we worked on together--- the video sought to showcase her company's value proposition through stories from its leaders, employees and clients. She gave me organized and clear direction, and made it easy (and fun!) for me to actually do my job. The project was a great success, meeting its objectives in a very tough economic climate."

— **Michael Coll**, was a consultant or contractor to Lydia at Charles Schwab Institutional

"I worked with Lydia on a large interactive project my firm produced for her. Lydia did a great job of painting her vision for the interactive tool and the strategic direction driving the project. She took a thoughtful and effective approach in working with us, providing the insight and direction we needed to be successful, while calling for our best creative thinking. The result was a highly successful interactive tool that showcases the company's value proposition through client testimonials and powerfully supports the brand. It was a pleasure working with Lydia, and I hope to have the opportunity to do so again."

— **Bruce Randall**, was with another company when working with Lydia at Charles Schwab Institutional

"Lydia's work as a business partner and perspectives on marketing are unsurpassed. She has extensive knowledge on developing strategies, objectives and tactics that yield quantifiable results. Her knowledge and understanding of target audiences help her accomplish these items clearly and precisely. She provides good and clear direction to her business partners, both internal and external. She also has a clear understanding of those external organizations and associations with which we as a company partner. Much

time is spent understanding the goals and objectives of those external groups and effectively partnering with them while weaving the business unit's and the external association goals and objectives together to capitalize on the partnership."

— **Cory Castle, CTSM**, worked with Lydia at Charles Schwab Institutional

"As her agency partner we really appreciate Lydia's ability to brief us thoroughly, evaluate our work strategically, and see a project through to implementation. She's raises thoughtful insights about her target audiences, the industry, and her company's challenges and opportunities. We're also impressed with her ability to get things done in a large, matrixed organization -- it speaks to the respect that her colleagues have for her and her work."

— **Nicole Ferry**, was a consultant or contractor to Lydia at Charles Schwab Institutional

"I worked with Lydia on several critical and complex marcom projects. Lydia was highly effective and collaborative as the business lead for these efforts. She has a strong strategic focus and understands the inter-relationship and dependencies of marketing and communications. I thoroughly enjoyed working with her."

— **Angela Tomei**, worked directly with Lydia at Charles Schwab Institutional

"Lydia and I worked in the same organization for many years, and I've always been impressed with her business knowledge, unique perspective and candor. She'd be an A-player on any team."

— **Maura Thill Warren**, worked with Lydia at Charles Schwab Institutional

"I had the pleasure of working with Lydia on a project that involved adding a product feature to a client facing website that supported Financial Advisors. The work values, ethics, follow through and enthusiasm that Lydia brought to the project is what made working with her so enjoyable. If our work paths ever cross again I would be elated to work with such a top notch energetic and positive individual."

— **Hilary Goldman**, worked with Lydia at Charles Schwab Institutional