



BECKY VOSS

Design & Marketing Strategist

www.beckyvoss.com

Green Bay, WI

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Experienced Creative Professional with a demonstrated 10+ year history of working in the B2B health wellness & benefits industry. A proven creative and design leader skilled in managing marketing projects from conception to completion.

Skills

— Digital Marketing

— Creative Problem Solving

— Project Road Mapping

— Visual Storyteller

— UX Engagement

Employment History

Director of Marketing Communications at Motion Connected

June 2012 — Present

www.motionconnected.com

Motion Connected is a B2B employee well-being platform provider. The company has helped over 300 companies, including the Cleveland Clinic employee health plan, achieve better health and engagement outcomes.

- Director of Marketing Communications | June 2018—Present
- Communication Specialist, Graphic Designer | June 2012- June 2018

Hands-on strategic communicator and visual storyteller

Responsible for developing, creating, and managing B2B product, marketing and communication strategies. Play a key role in user experience (UX) design, and developing strong employee engagement strategies for employee-facing digital platform. Create and oversee the results of engaging promotional and informative materials with all forms of media, including webinars, digital campaigns, email, print, social media, and video.

Freelance Marketing Consultant

March 2015 — Present

Developed unique content and initiatives for a variety of clients to build brand presence and awareness.

FEATURED CLIENTS

Onward Coaching & Consulting LLC
Brand Development
December 2019-Present

Conducted market research and message development for B2B small business target audience. Created branding toolkit, logo and brand tone.

Designed, developed and launched website and marketing materials. Continue to collaborate on marketing and product ideation to identify new market opportunities and messaging strategies.

Focus Solutions, LLC, Healthcare Technology
Product Marketing
June 2020 - Present

Ongoing development of product marketing materials (fliers, brochures, PowerPoint) to align with brand and product goal initiatives.

Collaborated on pitch deck approach and design to present to Microsoft investors at Titledown Tech. Completed competitive research to align and launch new cloud hosting products and services within target audience of healthcare professionals. Designed an SEO optimized landing page for new Epic on Azure product.

Education

**BA, Communications with
Emphasis Public Relations,
Design Arts, University of
Wisconsin - Green Bay,
Green Bay**

2008 — 2012

Links

[LINKEDIN](#)[PORTFOLIO](#)