

**Cathleen B. Reilly**  
**President**

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**Education**

B.A., Business, University of Pittsburgh, 1989  
B.A., Communications, University of Pittsburgh, 1989

**Professional Summary**

Ms. Reilly has over 15 years of marketing, communications and sales experience with mid to large size businesses and non-profit organizations. She has been key in developing brand strategies for large and small organizations alike, as well as implementing communications and/or marketing campaigns to promote those brands. Ms. Reilly has worked to educate large customer bases as well as small, multi-faceted vertical markets for several industries. During the growth of the internet as a marketing tool, Ms. Reilly helped organizations, large and small, use the web strategically to help organizations reduce costs or increase visibility. Ms. Reilly has helped several groups redirect their marketing from costly, unproven direct marketing efforts to tracked, cost effective methods that show significant ROI.

**Professional Experience**

**Gloucester Stage Company, Gloucester, MA.** Marketing Director

Responsible for increasing subscription and ticket sales through direct mail, local visibility campaigns, website management and email campaigns. Also responsible for fundraising and grant writing support; sponsorship and group sales solicitation and donor recognition. (2004)

**American Red Cross of Massachusetts Bay, Boston, MA.** Project Manager; Director and Consultant.

Responsible for creating and implementing communications plan to increase awareness of services provided to 127 communities statewide. Worked closely with management and development team to communicate services appropriately; develop a new online presence; create an updated look to annual report; develop new collateral to be used organization-wide; as well as corporate newsletters, lead generating activities and ROI measurement procedures. Developed Public Relations and web campaign to inform public and corporations of the daily relief provided by the chapter to local communities. (2000-2004)

**YogaTree, Rockport, MA.** Program management and strategic business development for a startup business. Includes creating community and media plans, as well as business branding activities. Using local media and events, direct mail and email campaigns, Ms. Reilly increased awareness of the business and number of registrants in classes. Lead generation from successful individual and business list development has been key to the growth seen in this business. (2002-present)

**Open Space, Gloucester, MA.** Strategic marketing program management. Includes development of new web and collateral content relevant to industry. Developing low cost database of potential clients has been important to this small business. Development of direct marketing plan – including mail, email, event, web and ‘guerilla marketing’ techniques has resulted in increase of qualified client prospects. (2003 – present)



**Lighthouse Technical Consultants, Inc.**

**Sensitech, Inc., Beverly, MA.** Project Director responsible for marketing activities to increase awareness of brand throughout several vertical markets internationally. This included the creation and execution of annual marketing plan, organization of over a dozen events nationally, as well as mailings and media to promote these events. Concise and clear copy writing and editing skills produced press releases and relevant articles in different markets. Provided guidance through new brand image creation as well as the integration of a new brand image through all collateral. Directed the overhaul of organization's website, working with management and vendors to capture the purpose of the web for this company. (1999-2000)

**Smoke Free Solutions North, Essex, MA.** Program manager providing educational and promotional activities to promote a smoke free lifestyle. This included managing media coverage, copywriting, development of educational programs/seminars, as well as delivery of these programs. Instigated and produced the creation of organization's web site presence.(1998-1999)

**Software Success, Dedham, MA.** Program manager responsible for promotional activities related to conference and newsletter product lines. This included creation and implementation of direct marketing plans, as well as writing and editing daily email and fax promotional letters. Produced marketing collateral that included design, copy, list buying, production and ROI analyses. Developed tests for direct marketing campaigns, completed analyses and implemented new marketing campaigns. (1997-1998)

**American National Red Cross, Washington, DC.** Program manager responsible for nationally marketing educational programs and products directly to consumers, as well as through local chapters. This included managing vendors, copy writing and editing, list selection and production of over 10 direct mail campaigns annually that reached over 10 million people. Produced quarterly newsletter to educate over 2000 local chapters on marketing ideas and product updates. Managed the strategic planning and development of space ads, articles, press releases, direct mail pieces, brochures, and catalogs for several product lines. (1992-1996)

**Southwestern Pennsylvania American Red Cross, Pittsburgh, MA.** Program manager in charge of generating \$550,000 in revenue through corporate sales program. Created and managed a corporate database of over 1000 clients. Actively targeted new market that resulted in growth. (1991-1992)

## CONTACT INFORMATION

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