



telling stories  
sharing information  
creating engagement



DEB GOESCHEL

## STRATEGY | MESSAGING | COMMUNICATIONS

A communications expert with over 15 years' proven experience weaving strategy and storytelling to passionately build brands and engage audiences. A strategic thinker with an entrepreneurial growth mindset that generates ideas, sees opportunities, and forges collaborations. A problem solver focused on delivering exceptional results, and an emotionally intelligent leader who knows how to get results and surpass expectations.

### Strengths

- **Strategy:** Develop and execute innovative communication and content strategies for increased brand visibility, loyalty, and engagement.
- **Writing, Editing, & Editorial Direction:** Impeccable writing with a talent for conceptualizing complex topics and distilling them into powerful, engaging, and easy-to-digest communications. Strong grasp of grammar and mechanics and developmental editing that significantly improves copy.
- **Brand Messaging & Management:** Ability to define guidelines for the tone, style, and voice of all brand content; communicate and implement the framework company-wide.
- **Communications & Thought Leadership:** High-level skills in planning, management, creation, and delivery of high quality communications content across various channels for multiple and diversified audiences and industries.
- **Leadership and Management:** Adept at building relationships, mentoring a team, and connecting authentically with cross-functional teams and colleagues at all levels.
- **Speaking & Presentation:** Dynamic and engaging presentation skills. Highly-rated speaker for professional development events. Present and facilitate educational workshops/webinars for local Chamber and networking organizations. Offer customized, remote corporate communications training via Cape Cod Community College and CCAPE workforce training.

Deb is one of the most professional women I know. Her work brings more than talent with words, it brings focused purpose.  
~Yvonne D.

Deb wrote the copy for my first website — that created a 6-figure business in under a year!  
~Brittany D.

I feel that the increase in my business is due to the copy Deb wrote for my website and I am so grateful.  
~ Laine D.

I recommend Deb to any organization that needs excellent communications. She sees the big picture and doesn't lose details.  
~Ellen G.

### Experience

**2012-2023 Chief Communications Officer/Creative Strategist & Founder, Message Artist Creative Group (MACG)**  
Founded this brand messaging and content marketing agency to serve entrepreneurs, small businesses (B2C & B2B), and nonprofits in varied industries.

- Developed and implemented strategic communication plans to enhance brand reputation and increase market share for MACG and its clients. Created content strategy and editorial calendars for all marketing campaigns; directed and/or developed multi-channel content for both MACG and its clients including website content, blogs, email campaigns, social media, infographics, brochures, case studies, and more.
- Recruited, managed, mentored, and led a team of up to 10 active subcontractors, including copywriters, graphic/brand designers, and web designers/developers.
- Provided strategy, creative direction, and high impact solutions for clients. Consistently refocused their efforts to lean into high performing content channels and eliminate ineffective ones.
- Prepared proposals, service agreements, project plans, and creative briefs; project managed all client accounts staying within budget and timelines.

### **2023 MACG Outsourced Marketing Director for Jason Stone Injury Lawyers, Boston, MA**

- Instigated a digital marketing agency partnership search (specifically seeking expertise in all things Google and SEO), met with multiple agencies, requested proposals, facilitated vendor discussions, and created an "apples to apples" document for proposal and agency comparisons to further support making an informed and right decision.
- Defined and built new repeatable processes for organic brand promotion, marketing management, and social media efforts, including creating a strategic editorial calendar.
- Updated the Firm's legal directory profiles for brand and messaging consistency, and staff and attorney webpages, including writing and editing bios, arranging and facilitating new headshot photography and "meet your attorney" videos, ensuring language, presence, and copy content reflected and supported the brand.
- Co-organized large community charity event in conjunction with local police department and Celtics entertainment to both raise brand awareness and fulfill the company's community charity mission.

### **2005-2012 Web Content Manager, Princess House, Inc., Taunton, MA**

- Re-focused and completely transformed the communication efforts of the print-centric 49-year-old company towards a more comprehensive and strategic digital viewpoint including web, email, and social media outlets.
- Successfully launched the company's first social media platforms and campaigns.
- Increased use of the internal sales team business website from 40% to 87%.
- Architected and project managed three major website redesigns during my 12-year tenure.
- Supervised dedicated web team, creative team writers, and contract freelancers to update and maintain quality content and communications under tight and frequently changing deadlines.
- Worked with the bilingual copywriting team to ensure all Spanish language web and email content reflected and supported brand messaging and goals.

## *Volunteer & Community Engagement*

**2020-2023, Marketing Chair**, South Shore Women's Business Network

**2019-2023, Vice Chair of Marketing & Communications**, Connect 24 Business Alliance

**2018-Present, Member**, Friends of the Blue Hills

**2005-Present, Member**, Appalachian Mountain Club

## *Education*

- **Master of Science in Journalism**, Boston University, College of Communication, Boston, MA  
Advanced Journalism Studies Certification: Multi-Media Production and Design
- **Bachelor of Arts in English Literature**, University of Connecticut, Storrs, CT  
Minor concentration: Fine Art Photography