



LINDA A. FANARAS

MARKETING STRATEGIST & CEO | SPEAKER | PODCAST HOST | AUTHOR

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BOARDS

BUSINESS & INDUSTRY ASSOCIATION

Former Chair & Board Member,
2011-Current

UNH PAUL COLLEGE

UNH Paul College Dean Advisory
Board Member, 2020-Current

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

New England Board of Directors,
Diamond Forum & Jade Forum,
2016-Current

CERTIFICATIONS

WOMEN BUSINESS ENTERPRISE (WBENC)

WOMEN OWNED SMALL BUSINESS

EDUCATION

BACHELOR OF SCIENCE

Franklin Pierce University

MASTERS BUSINESS ADMINISTRATION

International Business
Northeastern University

CORNELL UNIVERSITY

Brand Management Certificate

AMERICAN MARKETING ASSOCIATION

Strategic Messaging



SUMMARY

Senior marketing executive with 25+ years of proven excellence in generating revenue through effective market research, marketing strategy, lead generation programs, and powerful integrated marketing and rebranding initiatives for B2B and B2C clients. Focused on existing and emerging technologies, untapped opportunities, decreasing the cost per lead, and increasing the CLV. Develops, monitors, and improves strategies to increase marketability for forward-moving corporations. A collaborative leader with extensive experience in building and leading high-performing teams, overseeing budgets, and formulating marketing initiatives to grow bottom-line revenue.

AUTHOR

CLAIM YOUR WHITE SPACE: Why It's Critical to Your Business Success
PASSION + PROFITS: Fueling Business & Brand Success

PODCAST HOST

B2B Brand180 Podcast: <https://mill.agency/brand180-podcast/>

SPEAKING

National Cultural Diversity Awareness Council: Mentorships
Vested for Growth: Strategic Marketing for Growth
UPCEA New England, Digital Marketing Strategies that Work
University of Chicago, Diversity Event
Vested for Growth, Branding and Messaging
Association of Independent Colleges University in Massachusetts, UNH Direct Connect Case
NECANN: Why You Need a USP?
UCLA: The Value & Benefits of Branding
MAILCOM: Data Driven Personalization that Fuels Growth

AWARDS & RECOGNITION

BETTER BUSINESS BUREAU 2013
Marketplace Ethics: Torch Award

BUSINESS NH 2021
Top Women-Led Businesses: Cover Feature
Top 100 Women Owned Businesses

NATIONAL CULTURAL DIVERSITY AWARENESS 2015
Outstanding Female Business Leader

U.S. CHAMBER OF COMMERCE 2010
Blue Ribbon Award

PROFESSIONAL EXPERIENCE

CEO & MARKETING STRATEGIST 1996 - Current
Boston, MA | Manchester, NH

Highly driven marketing strategist specializing in branding analysis, the development of integrated marketing plans, and the formulation of creative concepts for increased marketing ROI, growth and CLV, and decreased cost per lead. Presents on branding, marketing and business growth strategies.