

AMY WENSTROM



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INTEGRATED MARKETING LEADER • BRAND, ENGAGEMENT & MARKETING OPERATIONS

Integrated marketing leader with 20 years of experience, including 13+ years leading brand, communications, and growth strategy for professional and membership organizations and a newly launched consumer company. Known for asking “why” to find the root of a problem, then building the strategy, team, and systems to solve it. Track record includes owning a \$2M marketing budget that contributed to \$8.5M in annual program revenue for the nation’s largest trade association, leading marketing for a 45,000-member global association, and building a marketing function from the ground up.

SKILLS

- Integrated Marketing & Communications Strategy
- Brand Strategy & Positioning
- Budgeting, Forecasting & ROI
- Audience Segmentation & Engagement
- Event Marketing & Sponsorships
- Digital Marketing & Paid Media
- Marketing Operations & Technology
- Team Leadership & Coaching
- AI-Enabled Marketing Workflows

CAREER EXPERIENCE

Marketing Director, TORQ Coatings

2/2026-6/2026

Recruited to establish and lead the marketing function for a high-growth home services company that launched in March 2026, building foundational strategy, systems, and alignment across marketing, sales, and operations.

- Directed a \$60K+ monthly multi-channel budget (Meta, Google, CTV, events, radio, local), using KPI reporting (CAC, CPL, conversion) to guide spend and resource allocation
- Led lead generation and event marketing strategy, producing 1,100+ monthly opportunities across digital, referral, and in-person channels
- Applied AI tools across campaign development, content production, performance analysis, and project management to accelerate team output
- Managed agency, PR, creative, and technology vendor partnerships supporting rapid organizational growth

Vice President, Marketing Communications, Professional Liability Underwriting Society 5/2022-2/2026

Promoted from Marketing Director to Vice President. Reported to the CEO and led integrated marketing and communications strategy for a 45,000-member global association serving the professional liability insurance industry, across membership, events, and education.

- Partnered with the CEO, Board of Trustees, and department heads to turn organizational priorities into marketing strategy, earning a seat in strategic planning for national conferences
- Built segmented email campaigns by business line (D&O, cyber, health/medical), role, and region, raising open rates from 20% to 35% year over year
- Led integrated event marketing across email, web, social, paid remarketing, and video, driving the largest-ever Symposium Series in 2023 with 2,100+ attendees across 4 events

- Led a full website redesign from RFP through launch, improving UX and content structure and increasing average monthly active users 27% year over year
- Strengthened the brand by partnering with an agency and stakeholders to define three brand pillars, carried through email, web, video, and event content
- Championed org-wide Asana adoption across marketing, events, and education with CEO buy-in, replacing scattered requests with one intake process and growing tracked marcomm requests 15% year over year
- Grew the marketing team from 1 to 3 direct reports, hiring and coaching staff and setting priorities, workflows, and performance expectations
- Owned the \$100K annual marketing budget from proposal through tracking, supporting 6 national events, 13 regional chapters, and 10 designation/certificate programs
- Deepened member engagement through testimonial and event recap video programs and member-recognition social campaigns

Director, Marketing & Events, National Association of REALTORS®

4/2018-5/2022

Promoted four times over a 15-year tenure to lead integrated marketing for the Center for REALTOR® Development at America's largest trade association (1.5M+ members), marketing professional credentials to real estate brokers and agents.

- Led integrated marketing strategy for an \$8.5M professional development portfolio, overseeing \$2M in annual marketing investment across 11 product lines serving 230,000+ customers and members
- Grew an underperforming education program from approximately \$800K to \$2M in annual revenue
- Partnered with business unit leaders to drive acquisition, retention, and revenue through integrated digital, brand, content, and event strategies; raised member retention 3% through renewal process enhancements
- Directed branding, content strategy, and editorial oversight for 11 credential programs, including the website and member benefits for each
- Presented strategies and event plans to NAR's volunteer leadership and executive team for the Broker Summit, increasing attendance 10% YoY and achieving an NPS of 38
- Led planning and marketing for 12 annual events with 1,500+ attendees, including speaker sourcing with industry leaders and sponsorship sales
- Managed a 5-person marketing team and 10+ vendor and freelance partners, coaching staff and forecasting marketing budgets by program

ADDITIONAL EXPERIENCE

National Association of REALTORS®, Marketing Director (2016–2018); Marketing Manager (2013–2016); Marketing Specialist (2011–2013); Marketing Coordinator (2007–2011)

Society of Independent Show Organizers, Meeting and Design Coordinator (2006–2007)

EDUCATION

Bachelor of Science in Mass Communications (Minor in Technology)

Illinois State University, Normal, IL