



## ABOUT JANET BEGROW CHAMBERS, PRESIDENT, BEACON MARKETING SOLUTIONS



JANET CHAMBERS is president and owner of Beacon Marketing Solutions (BMS) a full-service communications company founded in 2001. Chambers has assisted many organizations in developing effective marketing and public relations programs. By understanding and defining client target audiences and researching client markets, she develops effective plans that help companies reach or exceed their goals.

Chambers brings to each client more than 30 years of marketing communications experience. She has in-depth expertise in all aspects of marketing communications – graphic design, website strategies, public relations, copywriting, social media, as well as advertising design and placement. Chamber's background includes six years in the advertising agency business and six years in sales and sales management before joining the corporate world as a senior marketing manager with several firms. Her experiences include guiding the marketing of companies in retail, B2B, non-profit, healthcare, banking, resort management, professional services, and education.

Chambers currently handles all the marketing for Cisney & O'Donnell Builders and Remodelers. In this capacity, she designs and places all media including television commercials and circulars. She photographs projects and handles all website, public relations and social media activities as well. Terrace Mountain Lodge and Hawn's Bridge Recreation Area, two proposed projects at Raystown Lake, Pa., are also clients of Beacon Marketing through developer Lancer Resources.

Chambers enjoys being involved in the community as a teacher and volunteer. She served for six years as a board member of the Huntingdon County Chamber of Commerce and six years as an officer of the Huntingdon Area School District Educational Foundation. Her education includes a B.A. in Marketing from Michigan State University and MBA courses at Temple University. Chambers has won several awards including being named as one of the Top 2012 Distinguished Women of Central PA; in 2016 she was selected as one of the Top 50 Women Owned Businesses to Follow by *Pennsylvania Business Central*. She has also taught business courses at the college level for Delaware County Community College.

### CLIENTS (PAST AND PRESENT)

- Cisney & O'Donnell Builders and Remodelers
- Lancer Resources - Terrace Mountain Lodge and Hawn's Bridge Recreation Area (proposed)
- Nestlerode & Loy Inc. Investment Advisors
- Mount Nittany Medical Center
- J.C. Blair Memorial Hospital
- CPA Associates
- Huntingdon County Chamber of Commerce
- Huntingdon County Humane Society
- Community State Bank

**Software Competencies:** All Microsoft products and Adobe products - InDesign, Photoshop, Illustrator; Google Business+; Facebook; Google Analytics; many website software applications

### SCOPE OF SERVICES:

Marketing Strategy	Advertising
Collateral Materials	Copy Writing
Graphic Design	Media Placement
Public Relations	Research & Analytics
Direct & Target Marketing	Social Media
Project Management	Sales/Customer Training
Event Planning	Web Site Development

