



ABOUT JANET BEGROW CHAMBERS, PRESIDENT, BEACON MARKETING SOLUTIONS



JANET CHAMBERS is president and owner of Beacon Marketing Solutions (BMS), a full-service marketing communications company she founded in 2001. BMS has assisted many organizations in developing and executing effective marketing strategies by understanding client objectives and crafting plans that work.

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 planning and creation, public relations, copywriting, and social media, as well as media planning and implementation. Before starting BMS, Chamber's worked for six years in the advertising agency business and six years in sales and sales management before joining the corporate world. She has served as a senior marketing manager with a large regional bank, a national hospital corporation and a regional home health company. Chambers has worked with clients in many fields including construction services, retail, B2B, non-profit, healthcare, financial services, hospitality, professional services, and education.

Current clients of Beacon Marketing Solutions include the Home Builders Association of Northern Michigan where Chambers works on contract to provide marketing services for events such as the annual Home Show and Parade of Homes, as well as managing all social media and website updates. She also serves as the Manager of Marketing and Development on contract for the Charlevoix Area Community Pool where she handles grant writing, marketing communications, social media, website updates and fundraising.

Chambers enjoys being involved in the community and currently serves on the Board of Directors for the Charlevoix Circle for the Arts. Past board experiences include serving as a board member and officer of the Huntingdon County Chamber of Commerce and the Brandywine YMCA. She has taught marketing classes at the college level and has given marketing workshops for the Petoskey Chamber of Commerce.

Chambers moved back to Charlevoix, the town where she grew up, in October of 2018 from Central Pennsylvania. She holds a B.A. in Marketing from Michigan State University and has taken MBA courses at Temple University. Past awards include being named a Top 50 Women Owned Business to Follow by *Pennsylvania Business Central*. She is a member of the Charlevoix Rotary Club and Charlevoix Yacht Club.

CLIENTS (PAST AND PRESENT)

- Home Builders Association of Northern Michigan
- Charlevoix Area Community Pool
- Renewit Decks and Outdoor Living
- Cisney & O'Donnell Builders and Remodelers
- Nestlerode & Loy Inc. Investment Advisors
- Mount Nittany Medical Center
- J.C. Blair Memorial Hospital
- Huntingdon County Chamber of Commerce
- Kish Bank

Software Competencies: All Microsoft products and Adobe products - InDesign, Photoshop, Illustrator, Rush Google Analytics, Facebook, MailChimp, Constant Contact, WIX, GoDaddy

SCOPE OF SERVICES:

Marketing Strategy	Advertising
Public Relations	Copywriting
Graphic Design	Media Placement
Presentations	Research & Analytics
Direct & Target Marketing	Social Media
Project Management	Sales/Customer Training
Community Engagement	Web Site Development

