

# NANCY BETH GUPTILL

## PRESIDENT & EXECUTIVE CONSULTANT

### + ABOUT ME

An Innovative, creative, dynamic and energetic **Business and Digital Skills Development** professional with over 20 years experience of proven success elevating the awareness, performance and profitability of clients. A positive leader with demonstrated ability to build, train, and manage teams, multiple clients and projects simultaneously. An experienced speaker, trainer and coach having worked with leading global companies like Constant Contact, HubSpot, BizLaunch, Duct Tape Marketing, and Ladies Who Launch.

### + EMPLOYMENT

- 2016- Present **Co-Owner:** PEI Connect, Summerside, PEI  
Training Consulting - Digital Leadership, Digital Literacy Skills, Internet Safety Training
- 2012- Present **Owner:** The Connected Farmer, Summerside, PEI  
Training Consulting – Marketing Communications, Media & Public Relations, Digital/Social Media
- 2008- Present **Owner:** Sweet Spot Academy, Summerside, PEI  
Training Consulting - Digital Skills, Commercial Innovation, Entrepreneurship, Small Business
- 2007 - present **Training Consultant:** BizLaunch Canada, Toronto, On  
Live & Virtual Training – Entrepreneurship, Small Business Development, Personal Development
- 2004 - 2012 **Training Consultant:** ProfitLearn PEI, Charlottetown, PEI  
Live Training - Small Business Development, Digital Marketing, E-Commerce, Sales & Selling
- 2000- 2009 **Owner :** Vantage BizServices, Summerside, PEI  
Training & Consulting - Entrepreneurship, Creativity, Leadership, Small Business Development
- 2000 - 2007 **Economic Development:** City of Summerside, Summerside, PEI  
Business Retention Expansion & Attraction - Digital Marketing, Traditional Marketing, Trade Missions, Statistics, Research, Events, Client Management, Strategic Relationships
- 1995 - 2000 **Marketing & Business Development:** G/COM, Summerside, PEI  
Manager – Marketing Strategy & Planning, New Business Development, Client Management
- 1993 - 1995 **Marketing, Promotions, Research & Development:** General Accident, Toronto, On  
Product Development, Website Development, Marketing, Public Relations, Promotions, Training
- 1993 **Marketing Research Analyst:** Pro-market International, Ottawa, On  
Market Research, Industry Research, Competitive Research, Consumer Research
- 1991 - 1992 **Marketing Research Analyst:** TAO Research Associates Inc, Ottawa, On  
Market Research, Consumer Research

### + EDUCATION & TRAINING

- 2017 Constant Contact Local Area Expert & Certified Solutions Partner
- 2017 HubSpot Sales & CRM Certified Solutions Partner
- 2015 Real Dirt On Farming Speakers Bureau, Certified Facilitator of Speak Up Program
- 2008 Certified Trainer & Coach, Duct Tape Marketing, Kansas City, Missouri
- 2008 Dale Carnegie Effective Communications & Human Relations, Sussex New Brunswick
- 2007 Certified Trainer & Coach, Ladies Who Launch, California
- 2006 Internet Marketing Awareness, ProfitLearn PEI, Charlottetown, Prince Edward Island
- 2004 Economic Development, Economic Developers Association, Flamborough, Ontario
- 1998 Apply Selling Techniques & Skills for Sales Success, Holland College CPSA Program
- 1993 Communication Dynamics, Algonquin College, Nepean Ontario
- 1994 Business Marketing, Algonquin College, Nepean Ontario
- 1991 Media Advertising Sales, Humber College, Etobicoke, Ontario
- 1988 High School Graduate, Three Oaks Senior High, Summerside, Prince Edward Island

### GET IN TOUCH WITH ME

#### Websites:

<http://nancybethguptill.me>  
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### + PROFESSIONAL SKILLS

- Professional Speaking & Training
- Trainer, Mentor, Coach
- Business Skills Development
- Digital Literacy & Skills Training
- Marketing Communications
- Media & Public Relations
- Digital & Traditional Marketing
- Written & Verbal Communications
- Internet Safety & Digital Leadership
- Research & Analysis
- Blueprints & Roadmaps
- Strategy & Tactical Plans
- Business Plans & Feasibility Studies
- Project Management

### + PERSONAL QUALIFICATIONS

- Twenty Two years experience workshop creator & presenter.**
- Highly independent, self-motivated, and disciplined** individual who thrives under constant pressure when working on projects with defined goals, objectives and deadlines.
- Excellent verbal and written communication skills** with proven ability to be clear, concise, influential and persuading.
- Excellent human relations and interpersonal skills** noted for being extremely professional yet personable.
- Critical Thinker** with strong problem solving and opportunity identification skills, including the ability to listen, observe, assess, analyze, evaluate, and interpret the people, circumstances and situations at hand.
- Knowledgeable in a variety of software applications** including office suite systems, production, publishing, graphics, digital tools, contact management and databases
- Recognized for natural ability to build strategic partnerships and alliances

### + PROFESSIONAL ASSOCIATIONS

- Certified Speaker** – Real Dirt On Farming
- Board Member** – PEI Women In Business Assoc.
- Board Member** - Sport PEI
- Board Member** - Heart & Stroke Foundation
- Member** – Canadian Farm Writers Federation
- Member** – Atl. Canadian Farm Writer's Assoc.

# NANCY BETH GUPTILL

President & Executive Consultant



## ABOUT NANCY BETH:

Nancy Beth's passion and specialty is business, digital and life skills training for adult learners, as well as raising digital leaders. As an experienced motivational speaker, trainer and coach, her favorite topics include all things entrepreneurial and small business related with a sprinkle of digital leadership and personal development for good measure.

Nancy Beth has vast experience in Internet and Social Media Marketing, Marketing Automation, Online Safety, Protecting Your Digital Footprint and Cyberviolence Prevention. Since 2010, she has been highly sought after to share her message on connecting and engaging with customer audiences, being a digital leader, using the Internet & Social Media for good, how to safely navigate the Social Web, Internet Safety, and Cyberviolence Prevention.

As President and Executive Consultant of Sweet Spot Academy, Nancy Beth has trained, coached and mentored thousands of entrepreneurs, business owners and managers nation-wide on *Business and Digital Skills*. She has also addressed thousands of children, youth, parents, educators and youth serving organizations on *Internet Safety and Digital Leadership*.

**SWEET SPOT ACADEMY**  
BUSINESS & DIGITAL CONSULTANTS