

# TABITHA N. RILEY

## Areas of Expertise

- **Publication Quality Control.** Ms. Riley developed and implemented quality control processes and procedures while at Utility Service Partners, Inc. (USP) for all external communications including direct mail marketing campaigns, responses to requests for proposals, and business development collateral material. These efforts resulted in error free, consistent messaging across all of USP's publications.
- **Market Research.** While part of USP's marketing organization, Ms. Riley excelled at analyzing the effectiveness of direct mail messaging across various demographics. Her work helped identify those marketing pieces and messages that generated the highest response.
- **Marketing Campaign Monitoring and Reporting.** After helping to identify the most effective marketing materials, Ms. Riley tracked daily responses to the marketing campaigns and created internal reporting standards. Based on historical tracking, models were developed that could accurately predict the ultimate response rates to each marketing campaign based on the early responses.

## Professional Experience

- **Bearing Advisors, LLC**, Founding Member and Director of Operations, 2020-present
- **Mountaineer Capital Partners, LLC**, Member, 2016-present
- **Utility Service Partners, Inc.**, Manager, Marketing Quality Control, 2011-2016
- **Utility Service Partners, Inc.**, Marketing Specialist, 2007-2011

## Education

- Bachelor of Science, Marketing, Fairmont State University