

Betsy Mikalacki, BA

Marketing Manager Vestige Digital Investigations

Betsy joined Vestige Digital Investigations in 2016. Vestige is the leading U.S. Electronic Evidence Experts company specializing in Digital Forensics, CyberSecurity and E-Discovery. She brings extensive expertise to Vestige's Marketing Department having worked in technology, medical, industrial and manufacturing sectors.

Her responsibilities include coordinating all internal and external communications including strategic planning, budgeting and management of all Vestige's marketing and promotion endeavors. She also oversees all tradeshow, presentations, website, social media, CRM, advertising, media relations, publications and collateral management.

She has proven skills in planning and executing effective marketing campaigns to educate and drive sales via multi-media communications and sales training development. She has demonstrated expertise in:

- Leadership | Management | Budgeting
- Strategic & Tactical Planning
- Campaign Development & Implementation
- Corporate & Crisis Communications
- Tradeshow - Domestic & International
- Senior Writer, Editor - Training Materials | Articles | Newsletters | Brochures | Blogs
- Branding & Content Management - Intranet | Web Sites | Social Media
- Events & Sales Training

Betsy is a graduate of The Ohio State University with a Bachelor's Degree in Journalism, specializing in Public Relations and Marketing. She is a very active and proud OSU Buckeye alum. She is also a member of the American Marketing Association and is a graduate of the Leadership Medina program.

Before Vestige, Betsy worked in hospital marketing for 20 years, followed by a privately held ESOP and parent company to four engineering/manufacturing/medical subsidiaries with global locations.



Key Facts

- 35+ Years of Experience
- Marketing Communications Expert
- Member of the American Marketing Association
- Holds a Bachelor's degree in Journalism - PR/Marketing