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Moxxy Marketing adds Beth Adan

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Moxxy Marketing has added [Beth Adan](#), an experienced marketer, SEO strategist and content creator, in a new role of marketing director to manage brand objectives and increase agency visibility.

Adan has an extensive background in marketing, PR and content creation, most recently in the cannabis, hemp and CBD industries. She will propel Moxxy's marketing to increase thought-leadership and continue to expand audiences and opportunities in the fresh produce industry.



[Beth Adan](#)

"Beth is a welcome and necessary addition to our team as we ramp up our own marketing," said Karen Nardoza, president and CEO of Moxxy. "We have always strived with our own marketing to lead by example, and demonstrate to our clients and the fresh produce community how to achieve great results. Moxxy has a solid brand reputation built over 14 years, and I'm excited for Beth to be taking the helm. Her leadership qualities and previous experiences fall in sync with the goals we have for Moxxy's reach in 2021 and beyond. She's already making a big impact."

Adan previously ran a small farm with her husband, where they offered produce at local farmers markets, fulfilled CSA (Community Supported Agriculture) shares, and coined the term SSA (Student Supported Agriculture) — produce boxes specifically marketed toward college students. Adan works from her home office in eastern Washington state, and leads the Moxxy Marketing team's integrated marketing initiatives.

"I'm thrilled to be returning to the produce industry, where I have roots as a former small farmer and homestead blogger, to expand upon my agriculture marketing experience," said Adan. "Having spent the past several years working to build cannabis, hemp and CBD industries, I have my finger on the pulse of what marketing tactics work to help a brand gain visibility in a crowded marketplace. Moxxy is a welcome change in an industry with many parallels; I'm energized about the opportunities for us to stand out and grow the agency."

Adan achieved a bachelor's degree in strategic communication - public relations, alongside a bachelor's degree in anthropology from Washington State University. Her anthropological experience provides a lens with which to frame her marketing and PR efforts, including a heightened awareness of strategic needs, challenges and motivations.

She began her career in beverage marketing, working in brand management at Red Bull North America, and has supported top-tier brands like Bacardi, New Belgium and Grey Goose. Her skills expand beyond marketing, with other interests including an extensive indoor plant collection and running an artwork and book publishing business that she has grown through Instagram.

"It's clear Beth is driven by and excited about Moxxy's purpose of helping fresh produce businesses succeed and grow. I'm enthusiastic about what our team will do together," added Nardozza.

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