

EXPERIENCE

Intelliguard Technologies, Columbus, Ohio

Senior Product Marketing Manager

February 2024 – Present

- Lead downstream strategic product marketing for suite of products, shaping product strategy and plans

Else Nutrition, Westerville, Ohio

Senior Marketing Manager, Medical, North America

September 2022 – October 2023

- Develop comprehensive marketing plan to increase pediatrician and HCP awareness and recommendation
- Lead execution of all downstream marketing initiatives to healthcare professionals including sampling program, email marketing, trade shows, educational programs, print, digital, and PR
- Utilize market research to develop and execute upstream marketing and commercialization plans for new and existing products and deliver differentiated value in line with brand strategic objectives
- Maximize \$MM dollar budget, evaluating success of tactics using appropriate KPIs and making necessary changes
- Work closely with medical and scientific affairs team to ensure regulatory compliance and accuracy in claims
- Collaborate with retail and consumer marketing to achieve business objectives and grow market share
- Oversee and develop business analyst and marketing support coordinator
- Onboard and train medical sales team, develop and track productivity and commission metrics

Marketing Manager, Medical, North America

September 2021 – September 2022

- Grew brand awareness to 30% in first 12 months through insight-based tactics including quant/qual market research
- Implemented and managed patient sampling program, growing program 200% in first year

Curv Imaging, Westerville, Ohio

Marketing & Business Development Manager

May 2021 – September 2021

- Developed and executed short and long-term strategic marketing plan to refine, develop, and grown brand
- Created and implemented brand identity guidelines to establish brand standards

REV Group, Grove City, Ohio

Marketing Manager, Ambulance Division

April 2018 - October 2020

- Developed strategic marketing plan for ambulance division and eight individual brands to identify marketing needs
- Managed \$5M budget to execute marketing initiatives to grow market share and help brands achieve sales goals
- Managed cross-functional marketing execution, including brand management, collateral, PR, video and online content creation, social and digital media both owned and earned
- Planned and executed all aspects of three national trade shows yearly, with booth space exceeding 5,000 sq ft
- Launched new brand, Firststar Ambulance, growing the division to nine brands (now acquired by sister brand)
- Maintained relationships with and negotiated contracts for all contracted vendors, local and national

Marketing Specialist, Horton Emergency Vehicles

November 2017 - April 2018

- Implemented downstream marketing efforts in collaboration with corporate initiatives and marketing team
- Oversaw redesign of company website including photography and content to best represent brand

J2S Medical, Milford, Ohio

Account Executive

September 2016 - July 2017

Marketing Specialist

September 2014 – September 2016

TECHNICAL & APPLICATION SKILLS

Wordpress, Squarespace, WIX, Constant Contact, Campaign Monitor, MailChimp, Salesforce/Pardot, HubSpot, Zoho, Highrise, Hootsuite, Adobe Creative Suite, Asana, Monday, Visio, QuickBooks

EDUCATION

University of Cincinnati – Lindner College of Business, Cincinnati, Ohio

Bachelor of Business Administration, Marketing; **Minor**, Communication