

EXPERIENCE

Else Nutrition, Westerville, Ohio

Senior Marketing Manager, Medical, North America

September 2021 - Present

- Develop comprehensive marketing plan to increase pediatrician and HCP awareness and recommendation
- Grew brand awareness to 30% in first 12 months through insight-based tactics including quant/qual market research
- 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
- Manage and maximize multimillion-dollar budget, evaluating success of tactics and making necessary changes
- Implement and manage patient sampling program, growing program 200% in first year
- Work closely with medical 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 business analyst, marketing support coordinator, and medical sales team

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 & digital media (owned & earned)
- Planned and executed three national trade shows with booth space exceeding 5,000 sq ft
- Launched new product line, 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

- Developed and managed a territory of ~500 hospitals and alternate healthcare site organizations
- Grew territory sales by 300% year over year, exceeding previous year's sales in one quarter

Marketing Specialist

September 2014 – September 2016

- Developed and managed Marketing Action Plan, including editorial calendar and marketing budget
- Executed all marketing initiatives including campaigns, email, web, social, and print marketing

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