

## EXPERIENCE

### **Intelliguard Technologies, Columbus, Ohio**

**February 2024 – Present**

*Hardware and data company focused on streamlining healthcare supply chain through RFID technology*

#### **Senior Product Marketing Manager**

- Lead downstream strategic product marketing for suite of products, shaping product strategy and plans
- Align marketing initiatives with sales goals, providing tools and resources for lead generation and conversion
- Successfully relaunched brand including brand identity and application across all channels, new product naming structure, and complete website redevelopment

### **Else Nutrition, Westerville, Ohio**

**September 2021 – October 2023**

*Plant-based nutrition start up manufacturing dairy and soy alternative nutrition products for babies, toddlers, and kids*

#### **Senior Marketing Manager, Medical, North America**

**September 2022 – October 2023**

- Developed 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
- Utilized 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
- Maximized \$MM dollar budget, evaluating success of tactics using appropriate KPIs and making necessary changes
- Worked closely with medical and scientific affairs team to ensure regulatory compliance and accuracy in claims
- Partnered with Medical Director to oversee and manage Advisory Board and KOL programs
- Collaborated with retail and consumer marketing teams to achieve business objectives and grow market share
- Lead marketing team, developing a business analyst and marketing support coordinator
- Onboarded and trained medical sales team, developed and tracked 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
- Utilized market research to identify sales targets, developing inside and outside sales strategy
- Implemented and managed patient sampling program, growing program 200% in first year

### **Curv Imaging, Westerville, Ohio**

**May 2021 – September 2021**

*Environmental design firm specializing in bespoke interior design and adaptive reuse*

#### **Marketing & Business Development Manager**

- 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
- Nurtured relationships with existing and potential clients to grow and increase recommendation-based sales
- Obtained AIA certification, planned and delivered "lunch & learn" program to provide CE credits

### **REV Group, Grove City, Ohio**

**November 2017 - October 2020**

*Publicly traded conglomerate manufacturing, servicing, and remounting specialty vehicles*

#### **Marketing Manager, Ambulance Division**

**April 2018 – October 2020**

- Developed strategic marketing plan for ambulance division and eight individual brands
- Managed \$MM budget to execute marketing initiatives to grow market share and help brands achieve sales goals
- Managed cross-functional marketing execution including brand management, website redesign, print and digital collateral, PR, video content, social and digital media both owned and earned
- Launched new brand, Firststar Ambulance, growing the division to nine brands (acquired by sister brand)
- Lead the launch of the first ever bullet resistant ambulance including product development, launch, and sales
- Served on the NTT IndyCar Series at Road America project team, the first IndyCar event to offer free admission for first responders
- Planned and executed all aspects of three national trade shows yearly, with booth space exceeding 5,000 sq.ft.

- Maintained relationships with and negotiated contracts for all outside vendors, local and national
- Collaborated with marketing leaders from other divisions to ensure corporate brand cohesion and collaboration

**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
- Managed company social media platforms including editorial calendar, content creation, and inquiry response
- Identified and created print and digital advertising for local, state, and national opportunities

**J2S Medical, Milford, Ohio**

**September 2014 - July 2017**

*Hospital and medical equipment sales, service, and replacement part provider*

**Account Executive**

*September 2016 - July 2017*

- Researched, developed, and managed a territory of ~500 hospitals and alternate site healthcare organizations
- Exceeded previous year's sales in first quarter of territory management
- Trained new hires on sales approach, integrity selling, territory development and management
- Lead on-site training and educational courses to hospital staff

**Marketing Specialist**

*September 2014 – September 2016*

- Developed and managed company's Marketing Action Plan (MAP) including editorial calendar
- Created and brought to life marketing campaigns including email, web, print and tradeshow aspects
- Wrote, edited, and managed company website content and social media channels
- Oversaw complete rebrand including new website development and marketing material design
- Researched and documented competition and industry trends
- Completed Google Analytics and Adwords training and lead initial implementation

**TECHNICAL & APPLICATION SKILLS**

**Website:** Wordpress, Squarespace, WIX **Email:** Pardot, Constant Contact, Campaign Monitor, MailChimp

**CRM:** SalesForce, HubSpot, Zoho, Highrise **Social:** HootSuite, Meta **Creative:** Adobe Creative Suite, Canva, Visio

**Project Management:** Asana, Monday **Financial:** QuickBooks

**EDUCATION**

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

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