

LILA SMITH

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PROFESSIONAL SKILLS

Marketing Strategy	Go To Market Strategy	Trade Show Planning	KPI Setting & Reporting
Brand Management	Project Management	Website & CRM	Leadership
Omni-channel Marketing	Budget Optimization	Vendor Management	Collaboration
Product Marketing	Sales Enablement	Market Research	Adaptability

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager, North America

Intelliguard Health, Columbus, Ohio | 2024 – 2025

Healthcare technology and hardware company streamlining supply chain through RFID and data intelligence

- Directed strategy and execution of anesthesia product line, including successful launch of new product version
- Led internal and external launch of partnership with Codonics, organizing cross functional teams to ensure seamless execution and meet deadlines, established pricing structure and sales quotas, directed launch strategy
- Collaborated with marketing team to launch full scale brand refresh including new website, enhanced brand messaging, and product positioning to improve market presence
- Owned relationship between sales and marketing, developing and delivering lead generation and conversion tools including product positioning, comprehensive training, and five new marketing assets
- Product ownership and account-based marketing initiatives assisted in securing 3 multi-million dollar deals in FY24

Marketing Manager, Medical, North America

Else Nutrition, Columbus, Ohio | 2021 –2023

Plant-based nutrition start-up focused on alternative nutrition products for babies, toddlers, and kids

- Developed and executed comprehensive downstream marketing strategy to increase pediatrician and HCP awareness, driving recommendation and market adoption
- Leveraged market research to create and implement go-to-market plans, successfully launching three new products and expanding market presence in 11,000+ nationwide retailer doors including Walmart and CVS
- Managed multi-million-dollar budget, maximizing ROI by tracking KPIs, adjusting to optimize marketing spend
- Led market segmentation and product positioning strategies using quantitative and qualitative research insights, growing brand awareness 30% in first year
- Collaborated cross functionally to ensure consistent brand positioning and messaging across all channels
- Hired and mentored marketing intern into full time business analyst, fostering talent and driving team growth
- Managed external vendors, ensuring timely delivery of key initiatives, negotiating contracts & growing partnerships
- Partnered with creative agency to develop and launch marketing campaign including website redesign, 5 new marketing pieces, trade show assets, and digital and print advertising
- Led medical sales team training ensuring product understanding and strategy alignment, oversaw productivity and commission tracking to ensure on target activity
- Created and scaled patient sampling program, achieving 200% growth in the first year
- Led migration from Hubspot to Salesforce, optimizing CRM management and sales-marketing alignment
- Directed strategic planning and execution of all local and national trade shows, driving brand visibility and growth
- Collaborated with medical and scientific affairs to ensure regulatory compliance & accuracy of claims
- Partnered with Medical Director to oversee and manage Advisory Board & KOL programs

Marketing and Business Development Manager

Curv Imaging, Columbus, Ohio | 2021 – 2021

Environmental design firm specializing in bespoke interior design and adaptive reuse for commercial spaces

- Developed short and long-term strategic marketing plans to drive brand growth
- Established brand standards to create brand identity and ensure alignment across all channels
- Managed relationships with existing and prospective clients, driving growth and client recommendations

Division Marketing Manager

REV Group, Columbus, Ohio | 2018 – 2020

Publicly traded Fortune 1000 conglomerate specialized in manufacturing and servicing specialty vehicles

- Developed and executed comprehensive marketing strategy for ambulance division and 8 individual brands, driving market differentiation and brand awareness
- Oversaw multi-million-dollar budget, optimizing spend to increase market share and drive sales growth
- Directed key initiatives including 3 full website redesigns, print and digital collateral, video content, and integrated social and digital media strategies increasing audience reach and engagement
- Built and executed launch plan for Firststar Ambulance, expanding division to nine brands
- Managed strategy and execution of three national trade shows annually, overseeing booths exceeding 5,000 sq. ft. to enhance brands visibility and customer engagement
- Maintained key vendor relationships and negotiated contracts to maximize ROI
- Introduced the first bullet-resistant ambulance with targeted go-to-market strategy garnering nationwide media coverage; Coordinated the first Type II ambulance rollover demonstration featured on *Good Morning America*; Served on the NTT IndyCar Series at Road America project team

Marketing Specialist, Horton Emergency Vehicles

REV Group, Columbus, Ohio | 2017 – 2018

Custom ambulance manufacturer and service provider owned by the REV Group

- Led full website redesign, enhancing brand positioning and user experience to drive engagement
- Developed and executed social media strategy, increasing audience reach to strengthen brand visibility
- Promoted within 6 months due to strong leadership and strategic execution

Account Executive

J2S Medical, Cincinnati, Ohio | 2016 – 2017

Hospital and medical equipment sales, service, and replacement parts provider

- Managed portfolio of 500+ hospitals and alt-site healthcare organizations, driving market expansion and exceeding sales targets by 150% in first quarter of territory management
- Managed and mentored 4 interns, successfully developing into FTEs across multiple departments
- Designed and led onboarding training programs for new hires, optimizing sales approach and territory management strategies

Marketing Specialist

J2S Medical, Cincinnati, Ohio | 2014 – 2016

Hospital and medical equipment sales, service, and replacement parts provider

- Developed Marketing Action Plan and editorial calendar, aligning marketing initiatives with business goals
- Led complete brand refresh, including new website and marketing material, improving market presence
- Designed and executed multi-channel marketing campaigns, integrating email marketing, social media, digital/print advertising, and trade show efforts to maximize engagement

EDUCATION

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

Bachelor of Business Administration, Marketing; Minor, Communication

TECHNICAL SKILLS

Wordpress	Campaign Monitor	Highrise	Asana
Squarespace	MailChimp	Adobe Creative Suite	Monday
WIX	SalesForce / Pardot	Canva	Visio
Constant Contact	Hubspot	HootSuite	Quickbooks