

**Brand & Marketing Strategy Development | Digital Marketing Campaign | Digital Trend Analysis | Graphic Design**

- **Expanded *MedTech Strategist's* post-COVID conference attendance** to record numbers, generating \$1M in revenue, by executing targeted social media and email campaigns, optimizing web design, and leveraging key industry partnerships for cross-promotion.
- **Launched a highly effective year-end sale campaign** at *MedTech Strategist* by leveraging innovative graphics, contributing to an annual increase of 10-15 high-value subscriptions, generating approximately \$50K to \$75K in additional revenue each year.
- **Transformed product marketing and client engagement** at *Spray-Tech* by designing a comprehensive line of brochures, detailing the company's diverse product offerings to overhaul the sales strategy; collaborated with the CEO and the sales team.
- **Key Skills:** Campaign Performance Analysis, Competitive Intelligence, Partnership Building, HTML, CSS, Graphic Design, SEO/SEM

## PROFESSIONAL EXPERIENCE

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### Director of Brand Strategy & Marketing, MedTech Strategist

05/2021 – Present

Revitalized the company's marketing operations by taking over as the first in-house marketing professional, trusted with full autonomy to steer marketing strategy and execution across digital platforms. Led comprehensive marketing deliverables for multiple high-profile industry conferences, including new comprehensive webpages, booth design, digital content, and promotional and presentation materials, building a cohesive and impactful brand presence across platforms. Promoted from Marketing Coordinator within a year.

#### *Marketing Campaign Performance Enhancement*

- Achieved a conversion rate of 0.25% with an average order value of ~\$3,000, primarily through conferences, by leveraging precise tracking of custom events, source attribution, and monetization analytics to optimize marketing strategies.
- Enhanced online user engagement and brand visibility by doubling website traffic, growing from an average of 500 up to 1,000 weekly users, through strategic content and experience optimizations. Implemented a tracking system using Google Analytics.
- Maintained a 30% open rate and a 3.9% click-through rate for newsletters, and drove a 100% increase in LinkedIn followers, showcasing effective email and social media marketing strategies. Developed weekly subscriber and promo e-newsletter.
- Led Marcom Systems, MailChimp, mailing lists, and e-blasts, including a primary newsletter (5% CTR), conferences promotions (16% open and 1.6% CTR), publications promotions (21% open and 2% CTR), and podcast promotions (15% open and 4% CTR).
- Catalyzed a 10% growth in the email subscriber base through the implementation of innovative email marketing strategies.

#### *Strategic Marketing Initiatives*

- Played a pivotal role in the strategic pivot to San Diego for a new conference launch, capitalizing on new market opportunities.
- Launched 'Market Pathways' podcast, focusing on regulatory and reimbursement aspects of medical devices, achieving 150 plays per episode across 27 episodes, driving new subscriptions, through a niche content strategy.
- Amplified conference visibility and attendance through effective partner marketing, nurturing relationships with prominent organizations in the medical device sector, such as RAPS, the Medical Device Manufacturers Association, and AdvaMed.
- Facilitated generating \$50K in revenue from startups at conferences, attracting them to present in front of venture capitalist groups/investors through strategic marketing and event management.

#### *Project Management & Strategic Leadership*

- Elevated the digital footprint by leading an overhaul of the website and social media content, resulting in a modernized interface. Overseeing the initiative to consolidate 2 disparate websites into a singular, user-friendly platform.
- Directed the creation and update of new conference webpages and pre- and post-production work for monthly publications.
- Spearheaded the development of a feedback hub and collaborated with consultants to enhance customer satisfaction surveys, integrating customer testimonials into the company's website to bolster credibility and user trust.
- Delegated operational tasks by hiring a social media and email assistant; built graphic design capabilities via hands-on training.
- Led the implementation of graphic design capabilities for marketing materials, resulting in a significant improvement in brand perception as evidenced by positive feedback on conference branding and website usability.

### Marketing, Media, & Communications Coordinator, Riverside University Health System

01/2020 – 04/2021

Elevated COVID-19 awareness and education by producing a webinar series that grew from zero to 300 weekly attendees, featuring high-level county officials and healthcare professionals sharing best practices and innovations. Developed digital presentations.

- Enhanced the health system's digital presence by redesigning the website to centralize COVID-19 resources, growing patient and community access to virtual care information, vaccine updates, and patient portal access; grew web traffic and user engagement.
- Unified the health system's messaging across departments, by closely collaborating with the Public Health division.
- Created and implemented extensive COVID-19 signage campaigns throughout the hospital to communicate safety regulations effectively, ensuring a safer environment for staff and patients.
- Directed comprehensive video production efforts, serving as the sole videographer and editor for critical health communications, including facility walkthroughs, safety protocol updates, and construction progress of new testing and surgical centers.
- Acted as a key consultant on public relations and marketing strategies for the county's health department, advising on communications to effectively reach and inform the public about COVID-19 protocols and health services.

**Internet Marketing Specialist, VNA Hospice & Palliative Care of SoCal**

08/2018 – 11/2021

Overhauled the marketing approach by assuming lead responsibility for all marketing activities, including social media, website management, and graphic design; produced print-ready artwork. Supported business development efforts by creating bespoke marketing materials for 10-15 sales representatives to strengthen referral partnerships. Facilitated optimal budget allocation.

*Digital Marketing & Resource Planning*

- Grew social media followers by 66% by implementing a strategy focused on improving brand visibility, redirecting to the website.
- Initiated the use of local SEO strategies, creating city-specific landing pages to increase visibility in Southern California, making the organization more discoverable to those searching for "hospice near me" and managing online reviews to bolster reputation.
- Orchestrated the redesign and management of the organization's website from scratch, significantly enhancing user experience and accessibility of information. Created new landing pages and optimized content to improve volunteer recruitment.

*Marketing Collateral Development*

- Developed and implemented unique marketing materials, like the 'Hospice is a Gift' brochure, using innovative design and messaging to positively alter public perception of hospice care, steered a significant shift in outreach strategy.
- Directed marketing efforts for 1-2 major fundraising events annually, playing a pivotal role in event promotion within the local community, attracting ~150 attendees on average.
- Collaborated with videographers to produce compelling video content for the Hospice House campaign, including drone footage, to highlight the organization's unique offerings, enhancing digital storytelling and emotional connection with the audience.
- Led a comprehensive digital and social media strategy, resulting in the development of a YouTube channel as a testimonial hub.

**Graphic Artist/Digital Marketing Specialist, Spray Tech/Junair**

07/2016 – 05/2018

Led marketing and communications initiatives during the corporate strategic planning summit, providing crucial insights and strategies that influenced company-wide marketing direction, closely collaborating with the CEO and external consultants.

- Redefined online customer experience by completely overhauling the company's WordPress website, incorporating responsiveness and improved features, enhancing user engagement and accessibility to product information.
- Innovated product visualization and promotion by creating realistic 3D renderings of large or inaccessible products, enabling accurate and engaging product presentations on the website and in brochures, elevating product appeal and understanding.
- Enhanced workplace safety and efficiency by designing workflow and instructional diagrams, ensuring clear communication of manufacturing procedures and safety protocols.
- Contributed to strategic marketing decisions by consulting with an agency to execute PPC/Retargeting campaigns and designing necessary graphics, improving campaign effectiveness.

**Email & Digital Marketing Associate, Los Angeles Lakers**

10/2015 – 07/2016

Enhanced fan engagement and communication for the Los Angeles Lakers by crafting and disseminating targeted email campaigns to a substantial list of 200,000-300,000 subscribers, utilizing HTML coding skills to ensure responsive and visually appealing content.

- Aided marketing initiatives during game days and special events, contributing to the execution of social media nights and other promotions; assisted in the integration of tracking mechanisms for marketing campaigns across web, email, and social platforms.

**EDUCATION**

**Master of Business Administration (MBA),** California State University, San Bernardino

2021

**Bachelor of Arts (BA) in Marketing & Graphic Design,** California State University, San Bernardino

2015