

APPLICANT FOR MS IN HEALTHCARE LEADERSHIP

e-mail | phone number | LinkedIn
address

- Accomplished Leader in healthcare marketing, communications, customer/patient engagement, sales and training
- Notable reputation for strategic thinking, increasing market share and patient engagement
- Excellent presentation skills
- Collaborative leadership style that fosters partnerships and definitive decision making

QUALIFICATIONS & HIGHLIGHTS

- **Big-picture customer experience strategist**, with solid hands-on tactical execution and project management skills
- **Led teams of 8 to 10 people that excelled** in creating a collaborative environment to exceed goals
- **Developed creative customer and patient experience strategic plans** and implemented metrics-driven innovation pipeline
- **Utilized innate energy, endurance, and positive attitudes** to successfully drive business objectives with impactful external and internal marketing communications strategies, programs, and initiatives
- **Trusted advisor to leadership** teams for enterprise collaborative strategic planning, project management, operational and pro-active flexible tactical deployment
- **Strong consultant, collaborator, and individual contributor**, adept at creating the right metrics, determining customer lifecycle impact, prioritizing and balancing competing responsibilities, critical to working with professionals in medicine

PROFESSIONAL EXPERIENCE

Owner/President, STRATEGIC MARKETING AND RESEARCH SERVICES, City, MA

2016 -Current

- Develop integrated marketing plans and drive executions digital content management, and customer segmentation strategies
- Conduct focus groups, customer satisfaction surveys, marketing research, web and google analytics
- Project management for advertising, promotional, and internal and external marketing campaigns

Data Analyst, HOSPITAL AND MEDICAL CENTER, City, MA

2007 – 2016

- Directed the first system-wide process for reporting on patient experience and supported Division of Quality and Safety with coordination, collection, interpretation, and analysis of patient satisfaction data
- Consulted leaders and managers on patient satisfaction data, interpretation, effective application, and improvement strategies, which contributed **to a 30% increase in satisfaction scores**
- Designed and implemented a digitized system that assisted the Leadership Team to further the organization's patient experience objectives. Established a partnership and first-time goal setting with creators of patient experience measurement system with built in monitoring for lifecycle effectiveness
- Trained incoming physicians and professional staff on patient experience improvement initiatives and responsibilities
- Conducted focus groups to obtain qualitative information about patient attitudes and revise patient engagement strategies
- Accountable for the EPIC patient experience data validation team to assure consistent data integrity during the conversion

Director of Marketing, AMERICAN CANCER SOCIETY, City, ST

1999 – 2006

- Partnered with community health systems and corporate leadership to develop and execute the American Cancer Society's (ACS) integrated marketing strategy in the region
- Enhanced public awareness of my ACS division, contributing **a 20% increase of volunteers**
- Designed and implemented annual marketing plans; managed market research and analysis
- Supported regional development and implementation of business/marketing plans, website redesign using google analytics
- Planned and administered Marketing Operations budget and contributed to the development of regional marketing budgets.
- Developed and implemented the first ACS customer service program using web analytics
- Organized and implemented Customer Relationship Management programs with satisfaction surveys and development of customer retention activities using Siebel software

- Managed the Marketing team for a fully capitated health care delivery system serving 100,000 members
- Designed and implemented the first U.S. health center service guarantee program
- **Demonstrated customer retention success by increasing customer enrollment & retention rate by 40%**
- **Reduced customer dissatisfaction rate by 50%**
- Aligned program's design, implementation, and project management results were adopted by health care organizations across the nation. Recognized in national healthcare industry publications
- Implemented a patient retention plan, the "Family Gold Card" program, which **increased revenue by over \$1M in the first year of the program and membership by more than 28%**
- Negotiated and executed a first time collaboration with a creative co-branded marketing program and a new payer partner in every region for retention

EDUCATION & CREDENTIALS

Bachelor of Arts in Journalism and Communications | University of Wisconsin

Certificates: Marketing Management | Lean | PMP in progress | Digital Marketing | Google Analytics | Communication | Presentation of Health Care Analytics

COMMUNITY SERVICE

President of Calliope, a classical choral and orchestral group in Boston, MA
Recognized by state of Massachusetts state legislature in 2019 for Community Activism and service
President of Y.E.L.L. (Youth Enrichment Leadership League) parent advisory group