

Sample Communications / PR

Contact

Summary of Qualifications

As a Senior Communications Executive, I develop narratives that create awareness and interest among stakeholders in industries as varied as consumer products and healthcare. I accomplish this by creating meaningful content and utilizing traditional, digital and social platforms in order to reach multiple stakeholders. Through campaigns that challenge the norm, I generate consumer engagement on public policy, health and quality of life issues. Throughout my career, I have been instrumental in pitching and successfully closing new business.

Notable Achievements

- Secured 1 billion impressions + received pick-up in 400+ outlets for launch of L'Oreal's "#ItsTHATWorthIt melanoma protection campaign
- Positioned casual dining restaurant Ruby Tuesday – the first chain to feature calories on its menu - as innovators in fighting obesity, a major public health issue
- Reached 425M consumers + secured 1,000+ original placements for Boehringer Ingelheim female sexual dysfunction drug
- Achieved 500K unit sales of Prilosec on first day following its transition from Rx to OTC

Professional Experience

Marina Maher Communications

2015 – present

Senior Vice President

- Implement integrated communications campaigns for healthcare and consumer / lifestyle clients that include: Bayer, Eisai, Galderma, Kimberly-Clark and Novo Nordisk
- Secured 100+ placements regarding approval of Novo Nordisk's diabetes drug, resulting in widespread consumer education
- Manage cross-functional team

TogoRun

2014 –2015

Senior Vice President

- Led multi-faceted communications campaigns for pharmaceutical and consumer health/wellness clients that include Eli Lilly, Novo Nordisk, JDRF and Ethicon
- Secured coverage in *The Wall Street Journal*, Reuters, Bloomberg and Associated Press for Novo Nordisk's obesity drug following its FDA hearings and approval

W20 Group

2013 – 2014

Director

- Directed and implemented strategic plans for regulatory and scientific milestones, as well as consumer education efforts for pharmaceutical, health technology and life sciences clients
- Managed launch of Sanofi-Pasteur's national consumer education campaign featuring Lee Majors to educate 65+ about flu shots
- Conceived proactive and reactive strategies for U.S. regulatory actions, clinical/economic data and product pricing

Coyle Communications 2012 – 2013
President

- Partnered with Ogilvy and other global public relations firms to manage strategic communications targeted to diverse audiences, including regulatory agencies, physicians, patients, and the general public

Ogilvy Public Relations 2010 – 2012
Senior Vice President

- Responsible for strategic communications plans for FDA approvals and product launches for various brands to achieve high-impact message exposure among stakeholders, including patients, physicians, pharmacies, hospitals and specialty centers
- Led brand awareness campaigns for TJ Maxx & Marshalls during the critical holiday season, increasing media exposure and sales
- Won new business pitch for NPS Pharmaceuticals, a multi-million dollar account

Euro RSCG 2009 – 2010
Senior Vice President

- Served as senior client manager on Sanofi-Aventis' diabetes portfolio, a multi-brand, multi-million dollar relationship
- Led the development of an internal media relations team from one to five strategists

Freelance Consultant 2009

- Provided strategic counsel/planning, media relations, issues/crisis communications, community/constituency relations

MS&L Worldwide 1996 – 2009
Senior Vice President

(promoted to positions of increasing responsibility during 13-year tenure)

- Provided valuable consumer insights to global healthcare teams
- “Consumer-ized” important healthcare messages, particularly for clinical milestones, data publications, medical meetings and FDA actions
- Managed silicone breast implant crisis communications by focusing on science to galvanize opinion leaders and blunt activists pushing junk science
- Secured front-page *New York Times* Business coverage of Philips Healthcare's High-Risk Plaque Initiative

Office of the Brooklyn Borough President 1986 – 1996
Assistant to the Borough President

- Managed public appearances for Borough President by coordinating with outside PR firms and news media
- Reviewed and edited speeches
- Supervised staff of six
- Directed annual “Welcome Back to Brooklyn” event featuring Brooklyn celebrities and political leaders; secured local media

Education

Brooklyn College

B.S. - Business Management/Finance