

## Client Name

### Contact information

#### Summary of Qualifications

My greatest strength as a Marketing Executive is creating go-to-market sales enablement initiatives that drive organic growth and result in more strategic lead generation, new business development and client retention. I achieve this by developing consistent brand messaging and knowledge center-based training, and by being adept at translating complex information for stakeholders at every level. Energized by change and ambiguity, I excel at identifying deficiencies and creating viable solutions.

#### Selected Accomplishments

- Created Company Name Sales Enablement function, which I now manage with 5 direct reports to provide cross-functional teams with targeted strategies for specific prospects
- Educated re-sellers on Company Name benefits and increased client satisfaction (post conference positive survey results 3.83/4.0) by conceiving “Elevate,” a successful sales conference
- Solved need to train sales to project consistent branding and messaging for multiple lines of business by instituting “Power Messaging” sales event
- Grew mobile app users by 300+% through integrated marketing campaign including social media outreach
- Achieved high levels of client retention (\$53M annual gross margin) by designing scalable framework for large accounts
- Reached 2013 home delivery targets and 2% life in retail account conversations for retaining company name clients post acquisition by branding My Rx Choices initiative through targeted communications
- Launched @MilitaryRX Twitter handle that resulted in successful retention of Department of Defense business

#### Professional Experience

**Pharma Holding Company**  
**Director - Sales Enablement**

2012 – present

(promoted 4 times to positions of increasing responsibility)

- Lead enterprise acquisition strategy for all business lines by providing sales teams with competitive analysis, product management
- Manage sales enablement function that generates leads using multiple CRM systems, demand creation and account planning
- Identify strategic client value propositions by brainstorming new business development strategies with strategic alliance partners via “Shoulder to Shoulder” sales training event
- Created reseller toolkit and a turnkey production process that were adopted as best practices by Workmen’s Compensation and Federal Divisions
- Developed upselling tools with Product Consultation Team that helped sales teams to resell pharmacy and utilize value message for 30+ clients
- Upgraded B2B continuing education program to communicate exchange opportunities and competitive scenarios

**Electio Investments, LLC/AEGIS Professional Services** 2010 – 2011  
**Director of Marketing**

- Managed brand strategy and marketing position for these two newly-formed companies that connected entrepreneurs with private equity
- Executed comprehensive strategic marketing plan for multiple lines of business that included programming and brand management
- Set strategic direction to brand integrated marketing communications while observing regulatory compliance
- Managed CRM to source leads

**Family caregiver** 2007 – 2010

**FleishmannHillard International Communications** 2005 – 2007  
**Account Supervisor**

- Developed marketing strategy for Internal Communications practice
- Developed new Employment Management Software for pharmaceutical clients

**Towers Perrin** 2003 – 2005  
**Marketing Manager**

- Developed media relations, direct marketing events, educational events, internal communications, corporate sponsorship & community relations for 6 Midwest offices
- Analyzed and addressed deficiencies in sales trainings by rolling out new sales management programs

**Bond+Wolfe Architects** 2002 – 2003  
**Director of Marketing**

- Conceived brand/ sales strategy that grew revenues for this niche architecture firm

**FleishmannHillard International Communications** 2000 – 2001  
**Account Supervisor**

(promoted from Assistant Account Executive)

- Worked on client communication programs

## **Education**

University of Missouri – St, Louis  
MBA

2015

University of Kansas – Lawrence  
B.A. – English and Communication Studies (Highest Distinction)